



DAYTONA
STATE COLLEGE

Apace unifies Daytona State College's media, broadcast, production, online training, and archive workflows via automated MAM storage platform and Adobe Creative Cloud



The Challenge

"Our goal was to find a comprehensive and complimentary solution suite that met our end-to-end workflow goals, while saving us time and money as a public broadcast and educational facility"

**- Mike Rentnelli,
Production Manager**

Daytona State College (DSC), like many broadcasters, faced the daunting task of converting their analog workflow to a tapeless workflow. "Our goal was to find a comprehensive and complimentary solution suite that met our end-to-end workflow goals, while saving us time and money as a public broadcast and educational facility" said Mike Rentnelli, Production Manager WDSC-TV / Instructional Services Daytona State College.

Apace

The Solution

“All of our media is available at our fingertips. By using the Apace MAM Panel we see our entire cataloged media library directly within the Adobe Premiere Pro CC interface panel.”

**- Mike Rentnelli,
Production Manager**

Apace, manufacturer of storage and MAM solutions integrated with Adobe Creative Cloud and Adobe Anywhere, assumed complete solution installation responsibility for DSC. The MAM storage platform and Adobe Creative Cloud combined solution unified Daytona State College media broadcast, production, online training, and content archive workflow. “We leveraged Apace’s pre-integrated system and workflow package for acquired and produced video content for WDSC-TV, our college owned Public Broadcast Station and Instructional Resources Department. We have our Producers, Faculty, and Students all securely accessing the Apace workflow and sending video content for our online courses to our CDN, direct from Apace MAM workflow automation tools. The workflow has even allowed us to streamline our captioning process. It is like an automated factory assembly line, from start to finish resulting in a great ROI model for us,” Mr. Rentnelli added. DSC and WDSC-TV have also moved from recording studio productions from tape to now capturing it directly to the Apace server so they can immediately utilize Adobe Premiere® Pro CC to edit content and post it to the web or broadcast server.

“All of our media is available at our fingertips. By using the Apace MAM Panel we see our entire cataloged media library directly within the Adobe Premiere Pro CC interface panel,” Rentnelli noted.

“Adobe Creative Cloud gives teams such as those at Daytona State College access to powerful tools including Adobe Premiere Pro CC,” said Simon Williams, senior director of business development at Adobe. “With Apace providing a complete storage, MAM and system integration, we know Daytona State College is able to have a highly productive workflow.”

