



Apace Turnkey Workflow and MAM Solution Enhances Efficiency of HSN Media Production Workgroups

Background

“Apace offers a complete out of the box solution for our needs in support of our Adobe CC workflows and we continue to benefit from their automated workflow in our facility”

- Bob Collom,
Director of Post-Production

Home Shopping Network (HSN) as a fast paced TV based shopping channel needed an advanced media production workflow to streamline its product communication and advertising. The goal was to find the best possible Media Asset Management and Workflow Automation system, ideally at a one stop shop, to be deployed in the fastest possible time without disrupting the existing HSN production workflows. As a marquee media communication company, HSN processes infomercial of thousands of advertised products on TV. They needed to deploy an intelligent workflow on their current setup to be much more efficient without disruption their work in progress. HSN investment into the Adobe Creative Cloud suites of products further focused its search in identifying the best integrated solution for Adobe products to streamline their production.

Why Apace?

After a very diligent due diligence process, HSN chose Apace's Media Gateway appliance for the following reasons:

- A solution that works out of the box and offers what was needed without customization and worked as Media Gateway appliance to manage their existing collaborative shared storage.
- Scalable MAM with workflow automation to streamlined workflow that offered QoS and intuitive interaction with media data.
- Integration at the Panel level with Adobe Creative Cloud product suite like Premiere Pro CC, and After Effects.
- Minimal integration efforts to connect to their existing third-party storage infrastructure.
- The MAM's various camera format support (Canon C300/XF305, Sony XDCam, etc.)
- Streamlined proxy editing with Adobe Premiere Pro and After Effects.
- Seamless integration to Active Directory.
- Customizable.

The Solution – Apace Media Gateway

Apace's Media Gateway appliance packages a three layer value proposition of Storage Management, Media Asset Management, and Workflow Automation that bolted directly to HSN's existing and ever-expanding third-party production storage.

Unlike other MAM solutions, Apace's intelligent storage management layers assures traffic routing with no bottleneck to storage access, the Media Asset management offers intelligent and scalable search, and the Workflow Management offers complete workflow automation. All in one appliance!

"Apace offers a complete out of the box solution for our needs in support of our Adobe CC workflows and we continue to benefit from their automated workflow in our facility," said Mr. Bob Collom, Director – Post production TVSS HSN. Apace offers customization to further improve HSN's production time to market.

