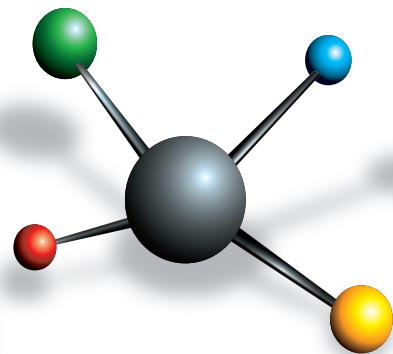**CLIENT**

US NAVY
VISUAL NEWS SERVICE

CHALLENGE

ACQUIRE, MANAGE & DISTRIBUTE RICH MEDIA

SOLUTION

DIGITAL ASSET WORKFLOW

- ● MANAGE
- ● SECURE
- ● STORE
- ● DISTRIBUTE
- ● MIGRATE

How does a public affairs office efficiently obtain, classify, tag, repurpose and distribute rich media? That's the question Navy Visual News Service (NVNS) faced several years ago in their quest to deliver the latest visual information to clients around the world. They turned to GTGI for the answer.

NVNS is the primary point of contact for requests submitted by major media and documentary producers requiring U.S. Navy visual information products. They provide photographic and video support upon request, as well as proactively delivering select content to customers when important stories and issues develop. Their assets are captured in the field by U.S. Navy Sailors world-wide and are sent to the Pentagon by various electronic means. A majority of NVNS customers are media outlets who are searching for breaking news images and video. Photographs are typically used in newsprint and magazines to accompany the latest headlining stories, while most video is used to highlight broadcast news reporting.

As NVNS grew they were delivering images on CD, via Navy.mil or through e-mail. This was a laborious workflow that had limitations when it came to delivering large collections of imagery to its customers. A similar workflow applied to video, where BetaSP or DVCam dupes were produced manually by digi-

tizing the content and editing for time and then playing back out to tape. They found that they were routinely producing the same video sequences for their customers. Not only were these processes inefficient and labor intensive, they were susceptible to human error and entailed supporting a myriad of proprietary tape formats and equipment.

"We were working way too hard. We needed to find a solution that allowed our staff of seven to work on a video or photo once and then make it available for repeat delivery to our customers. During Tsunami relief operations, we were receiving and outputting video in about 30 minutes. In the days that followed the Tsunami we received 10 or so videos a day. You can see how things could get backlogged. And we thought *that* was fast. Today it takes about a minute to make any file completely available for download to our customers. We simply add a caption and move it to the public areas on our digital asset management system for immediate download," said Damon Moritz, NVNS Video Program Manager.

To streamline and simplify their workflow as well as provide their clients with easier and more robust access to assets, NVNS contacted GTGI for a consultation. The GTGI team provided a no cost needs analysis that took into account existing technology infrastructure, analog to digital conversion re-

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"GTGI took the time to evaluate our needs, wishes and growth potential."

quirement, implementation and training logistics and fiscal budget constraints. At the end of this process GTGI proposed a complete workflow solution that addressed all of these factors with the option of a multi-phase implementation to begin reaping workflow benefits immediately. Like many of GTGI's projects, the NVNS solution was comprised of off-the-shelf software and hardware with a custom 'connector' application written by GTGI.

MANAGE

For the asset management component of the solution, GTGI recommended and NVNS selected MediaBeacon R3volution, a web-based Digital Asset Management platform that delivers powerful capability to read metadata from a wide array of content types. Since NVNS receives files from all over the world shot with any number of digital capture devices, it is critical to harvest searchable information from those files with minimal human intervention. Now, uploaded assets are reviewed for public release and placed into R3volution, where additional metadata is added and applicable access restrictions are defined for the asset. Uploaded video assets are automatically transcoded by R3volution to popular media formats and become available for immediate download. One of the other key benefits of R3volution is a simple browser based implementation with no client software to deploy, making extranet access a breeze.

SECURE

A key mandate at NVNS is tightly controlling which users can access individual assets. MediaBeacon provides extensive controls for managing user accounts and metadata in order to fully secure the asset library. NVNS can designate user groups with specified clearance levels, providing one level of access to accredited media, a second level to government officials with clearance, and so on. The result is immediate but secure access to only those assets cleared by the NVNS review process.

STORE

GTGI and NVNS decided to deploy an Apple Xserve to host the R3volution application with a direct-attached G-Stor 12.5 TB RAID subsystem. The principal RAID is configured with hot-spares for data integrity as well as mirrored to a second backup RAID.

DISTRIBUTE

For digital content delivery on portable media, GTGI recommended and NVNS selected a Rimage Producer system for automated CD, DVD and Blu-Ray recording and custom printing. Rimage's patented Everest thermal printing technology provides an indelible printed surface than can stand up to rigorous shipping and handling. MediaBeacon supports direct integration with the Rimage as a system-wide resource so assets selected by any authorized user are produced on an archive quality disc with a mouse click.

MIGRATE

As demand for access and an influx of new assets poured in, GTGI deployed the second phase of the project, an additional Xserve to accelerate video transcoding. Now 8 XServe cores can work on video simultaneously.

To address the need to receive assets in near-real-time, GTGI also built a custom scripting tool to automatically poll a remote FTP location and ingest the content into the MediaBeacon platform. So day and night, NVNS's Media Beacon server is populated with the latest video and photos – even while the staff is out of the office. Video is transcoded automatically and is ready for review when the staff has time available. This is an example of GTGI's in-house expertise in creating 'connection' tools that extend the functionality of their solutions beyond off-the-shelf components.

Additionally, using requirements defined by NVNS and GTGI, MediaBeacon built a custom web portal, providing a simplified user interface for clients. From the portal, media clients can search based on keyword, date, and even the latest "hot" items just added to the system. The standard interface remains available for advanced feature access.

Since the initial solution deployment in December of 2006, NVNS has received accolades as an early and successful adopter of digital asset management. GTGI provides on-going service, support and maintenance of this critical tool for the NVNS mission, so a single phone call provides assistance with any aspect of the system.

This workflow has enabled NVNS clients from around the world to find, update, transcode, track and re-use NVNS assets based on each client/group's account privileges. NVNS staff can now securely distribute digital assets with greatly increased speed, accuracy and efficiency.

"GTGI took the time to evaluate our needs, wishes and growth potential. They looked for ways to improve our facility and to ensure our day to day operation stayed online. Our downtime is measured in minutes, not days or hours," said Moritz.