**NetApp®**

# My Eye Media: Leading the Way in Professional Quality Control for Movies and TV

**MYEYEMEDIA™**

Another NetApp
solution delivered by:

**IMT**
INTEGRATED MEDIA
TECHNOLOGIES, INC.



## KEY HIGHLIGHTS

**Industry**
Media and entertainment

**The Challenge**
Meet tight deadlines for quality control of high-quality audio and video content to motion picture studios and TV stations as industry-standard resolutions for digital video increase to 4K.

**The Solution**
Improve performance and stability for 4K workflows by migrating to the Quantum StorNext 5 file system on a NetApp® E-Series array.

**Benefits**
- Expands video production capacity with fivefold increase in storage capacity
- Accelerates turnaround times for customers
- Improves quality control with fast, simultaneous file transfer verifications and the ability to test native 4K content
- Provides a seamless viewing experience for customers evaluating their video deliverables

## Powering the Next Generation of Home Entertainment

Video experiences have come a long way since the television entered millions of living rooms more than 60 years ago. Today, instead of fumbling with antennas and knobs to bring a fuzzy picture into focus, consumers are treated to high-definition (HD) digital video portraying colors and details that would have been unimaginable in the 1950s. And the quality just keeps getting better as industry-standard pixel resolutions increase.

At My Eye Media, a postproduction facility based in Burbank, California, keeping up with higher resolutions is a business necessity. My Eye Media performs quality control on audio and video content for Hollywood studios, television networks, and online entertainment providers, many of which are now streaming and producing shows in 4K resolution for ultrahigh-definition TV. These content providers rely on My Eye Media to help make sure that their content meets the new technical requirements.

Quality control (QC) has always been a major competitive differentiator for My Eye Media. The company is committed to testing video files in their native resolution—not using lower resolution proxy files, as some competitors do—to detect any anomalies. To perform this analysis, My Eye Media uses industry-standard tools such as Rohde & Schwarz DVS Clipster, Tektronix WVR8200 vectorscopes equipped with the 4K option, Archimedia Atlas 4K/UHD media player, and Tektronix Cerify for video content analysis.

"We need to make sure that the 4K mezzanine files from which consumer content will be derived are of the utmost quality," says My Eye Media CTO Steve Waugh. "So we set about developing exclusive workflows that enable us to work efficiently with the tremendous file sizes involved in 4K video."

### The Challenge
**Streamlining the video postproduction process**

Due to the large amounts of data—up to 10TB for a 4K movie—My Eye Media receives most master files from customers on physical hard drives or LTO tapes. Transferring the files to shared storage took hours, sometimes delaying workflows for editors and QC teams. The company also began to push the

limits of its storage capacity and file system. Had it continued on this trajectory, My Eye Media would have been challenged to meet project delivery times for 4K movies and programs.

"In our business, even a one-day delay could mean an unhappy customer, and we want to avoid that at all costs," says Waugh. "We needed to increase storage capacity, throughput, and file system stability to accommodate 4K projects while providing the same delivery times and excellent service that our customers have come to expect for 2K and HD video."

## The Solution
### Massive bandwidth for video streaming
After evaluating several solutions, My Eye Media decided that a NetApp E-Series array running the Quantum StorNext 5 streaming file system would best fit its needs. "In our industry, it's all about bandwidth," Waugh explains. "We need to be able to stream as many video files as possible simultaneously. We selected the NetApp E-Series because of its massive bandwidth performance, the NetApp support model, and the fact that we received several recommendations from companies in our industry already using the E-Series with great results."

The StorNext 5 file system is currently one of the industry's fastest streaming file systems. It allows concurrent access by Windows, Linux, and Apple OS X operating systems: a requirement for My Eye Media. It's also excellent at optimizing performance for metadata operations and workflows with large numbers of files, such as Digital Picture Exchange (DPX) image sequences. "We frequently deal with DPX sequences, where each frame of video is represented by an individual file," says Waugh. "That can mean more than 200,000 files for a single feature film, which can reduce performance in many file systems."

My Eye Media engaged Integrated Media Technologies, a NetApp partner, to deploy the solution. "We have a great relationship with Integrated Media Technologies, and we trust their expertise and experience serving the postproduction industry," says Waugh. "Their engineers knew exactly how to integrate the NetApp storage and new file system into our environment."

## Business Benefits
### Taking on more concurrent projects
With the high-performance NetApp array and StoreNext 5 streaming file system, My Eye Media can take on more concurrent projects while providing a seamless viewing experience for customers evaluating their video deliverables. Simultaneous file transfers complete five times faster, with data integrity verified by MD5 checksums.

"With the NetApp E-Series array, we've increased both our aggregate bandwidth and storage capacity fivefold," says Waugh. "We're able to get work done faster and more reliably. That allows us to complete more projects and bring in more revenue."

### Accelerating turnaround times and improving quality
As many of its competitors struggle to accommodate their customers' 4K workflows while meeting deadlines and maintaining quality control standards, My Eye can deliver even faster. "The ability to meet tight deadlines for 4K video projects absolutely makes My Eye Media more competitive," says Waugh. "That's going to matter more and more as UHD-ready monitors and TVs gain popularity with consumers."

With the ability to test 4K content in its native resolution, My Eye Media is improving upon the already high level of quality control for which it is known. The company has established a robust and dynamic 4K workflow for its client base that enables My Eye Media to seamlessly manage customer content and deliver it back to them with the assurance of 4K media deliverability.

"As 4K resolution becomes an industry standard, our customers want to know that consumers are receiving the highest quality media experience," says My Eye Media founder and CEO Michael Kadenacy. "The NetApp E-Series array is helping us provide this assurance."

## SOLUTION COMPONENTS

**NetApp Products**
NetApp E5560 storage system
NetApp SANtricity® Storage Manager

**Environment**
Applications: Rohde & Schwarz DVS Clipster, Tektronix WVR8200 vectorscopes equipped with the 4K option, Archimedia Atlas 4K/UHD media player, and Tektronix Cerify for video content analysis

Server platforms: Windows Server, Linux, Apple OS X

File system: Quantum StorNext 5

Network: Brocade 16Gbps switches, ATTO host bus adapters

**Protocol**
Fibre Channel 16Gbps

**Partner**
Integrated Media Technologies
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