The Bridge Case Study

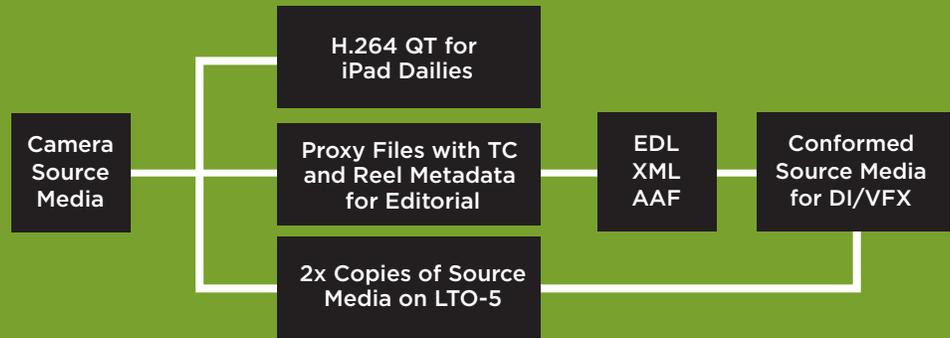## THE BRIDGE'S CHALLENGE: A WORKFLOW SOLUTION THAT WOULD EASILY INTEGRATE INTO THEIR ON-SET LAB

The Bridge required a fast and simple workflow solution that could quickly offload high-resolution camera media in the field. As The Bridge delivers the raw camera master content to its film production clients, they needed a solution that would easily integrate into their *On-Set Lab*. Specifically, The Bridge required a solution that would do the following:

- Meet all of the requirements of their field archiving lab and rapidly offload camera master data to a reliable storage media
- Lower the existing high storage costs associated with combined media recording, backup, SAN storage and long-term archive
- Replace costly and unreliable backups to hard drives to prevent data loss
- Demonstrate clear return on investment for feature film production companies
- Eliminate the slow manual conform process and reduce labor costs

The Bridge is able to streamline 4K+ pipelines for its film production clients by offering fast and reliable digital camera master archiving, an approvals workflow, automated conforms directly from LTO, and shelf-stable, long-term archival of the content:

Camera Source Media → H.264 QT for iPad Dailies

Camera Source Media → Proxy Files with TC and Reel Metadata for Editorial → EDL XML AAF → Conformed Source Media for DI/VFX

Camera Source Media → 2x Copies of Source Media on LTO-5

THE BRIDGE'S SOLUTION: LINEAR TAPE OPEN (LTO) WITH LINEAR TAPE FILE SYSTEM (LTFS)

The Bridge turned to Linear Tape Open (LTO) with Linear Tape File System (LTFS) because it combines archive and nearline storage on LTO, turning LTO tape into a nearline medium via the accessibility of LTFS technology. As a result, The Bridge is able to streamline 4K+ pipelines for its film production clients by offering fast and reliable digital camera master archiving, an approvals workflow, automated conforms directly from LTO, and shelf-stable, long-term archival of the content.

With LTO Technology and LTFS, The Bridge has helped clients save time and costs for these feature film projects by providing quick LTO and LTFS archives of digital camera masters and conforming media directly from LTO tape:

- Cost Savings
  - 50% - 70% combined storage costs savings
  - Eliminates labor costs for manual conforms
  - Secure data reduces reshoots and keeps feature film budgets in check
  - Easily accessible, 100% open content maximizes future monetization of media

- Time Savings
  - High-speed offloads of camera data in the field keeps project schedules on track
  - Conforms directly from LTO tape with fully-automated process that takes hours, replaces slow manual process requiring days at the finishing post house

> "We required a fast and simple LTO LTFS workflow solution with which we could quickly offload high-resolution camera media in the field from the *On-Set Lab* to help streamline the pipeline and manage storage costs for our clients."
>
> – Sidharth Meer, CEO, The Bridge

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