

Cinebase™

Visual Asset Management System



Sound Familiar?

The deadline is quickly approaching. The ten second sequence needed for the climactic ending is missing. The frantic editor wonders, "Where is that clip?" Unable to find it amongst thousands of digital files on their system, she wonders if it was accidentally deleted, mis-named, or taken off-line. She cannot believe that with the most powerful computers, most advanced edit-



Asset Management

For:

- Film
- Video
- Animation
- Photography
- Special Effects
- Production Elements

ing programs and fastest hard drives, she is unable to retrieve the one clip that is most crucial for her production. She wonders how they will ever deal with next year's production schedule which calls for doubling the number of films. Hopeless? It doesn't have to be. Cinebase, the entertainment industry's only comprehensive asset management system, provides the missing link between having assets and using them.



What is Cinebase?



The new era of digital technology has ushered in many changes. Perhaps the most significant is that faster, more powerful computers are creating more digital content than ever before. Further, many companies are digitizing their assets for the benefits of on-line use and protection. However, this phenomenon has resulted in several problems; particularly the difficulty of managing content.

Until now. Cinebase is a client-server based, asset management system designed specifically for digital imagery. Cinebase builds and maintains libraries of films, videos, animations, photographs and other visual content. With its internal management engines, Cinebase provides on-demand access to files, performs file format conversions on over 23 media types, controls all popular film/video devices, and protects content through multiple security mechanisms.

- Visual asset management
- Client-Server architecture
- Internal management engines
- 23 file formats supported

The Discovery Channel

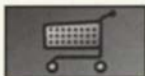
As one of the nation's premier cable networks, The Discovery Channel has ample need for Cinebase's asset management capabilities. Discovery uses Cinebase as a production tool for Discovery's Avid editors who use it to pull clips for upcoming shows. Discovery also uses Cinebase as a central archive to allow Discovery's many divisions on-demand access to their large library of content for re-purposing in films, interactive projects, and



Image courtesy of Discovery Communications, Inc.

the World Wide Web. Finally, Cinebase is used as a tool to allow Discovery's sales and marketing staffs to effectively market Discovery's library of stock footage. Discovery's Omar Ahmad states: "We were looking for one system that would offer us a comprehensive solution, from production through ultimate distribution."

- Film/video device control
- Content security/protection
- Buffers the user from command line UNIX



Searching

Cinebase offers a multitude of searching options. Users may query by hierarchy, attribute, keyword, or other customizable classifications. For example, a producer can locate a particular scene by searching by the name of the director, shot, title, the date it was created, type of file format, or other criteria.

All searching is done via an easy-to-use graphical interface. The user doesn't have to know a structured query language or any other specific searching syntax. Simply by pointing and clicking, Cinebase performs even complex searches.

For each query, Cinebase displays all matching keyframes, allowing the user to visually inspect the results.

- Multiple searching options
- Graphical query control
- Visual search results



Energy Productions

Energy Productions has one of the world's largest libraries of contemporary imagery. Energy uses Cinebase as a marketing tool to demonstrate Energy's work to potential customers.

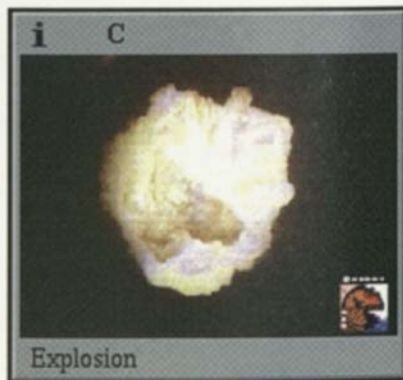
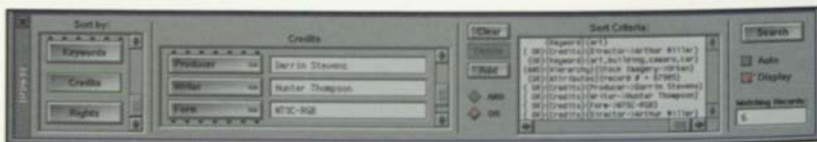


Image Courtesy of Energy Productions



The Cinebase browser panel provides an easy way to perform complex queries.

Network Viewing



Warner Bros. Imaging Technology

Warner Bros. Imaging Technology (W.B.I.T.) uses Cinebase in the production and archive of digital effects. Quick access to digital dailies saves hours of production time each day. The ability to archive and retrieve work for reuse in multiple productions is the cornerstone to the studio's digital backlog.

A simple click on any keyframe launches the appropriate Cinebase "Media Player" enabling the user to examine the content. The Media Player plays motion files at real-time speeds with synchronized audio. It features a scroll bar that allows the user to scrub through clips and select the desired frame or sequence for viewing or output.

The Cinebase Still Viewer features the ability to enlarge photographs, or other still images, for close inspection or the ability to size an image on the screen, regardless of the image's original resolution.



Image courtesy of Silicon Graphics, Inc.

Each keyframe contains an information button which retrieves all of the text information associated with the record. This includes a description of the content, its original format and resolution, file size, as well as all other information the user has elected to store with the data.

- Keyframe viewing of content
- Internal media players for viewing content
- Synchronized audio
- Information window

Automated Output

Cinebase automates the process of outputting content by “dragging and dropping” selected files on the chosen output icon. Cinebase performs all of the necessary format conversion and network protocols. For example, should a user desire that a clip be output to a particular format or resolution, Cinebase’s internal media conversion engines will automatically perform these transactions during the output process.

Automated output is a major advantage. The numerous processes typically involved in moving a file or converting it to the desired output format are complex and time consuming. For example, outputting a digital motion sequence to a D1 deck would normally require the user to know where the file is stored, determine the resolution and file format, convert the resolution and file format to D1, find the Ethernet address for the digital disk recorder, and type a UNIX RCP command to send the selected file to a digital disk recorder for dub-

bing onto the D1 deck.

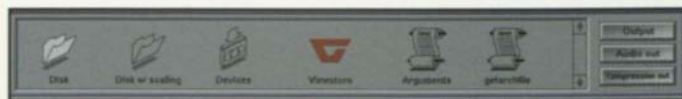
All of this is done transparently by Cinebase. In fact, Cinebase will also allow custom scripting to work with non-supported devices or special customer hardware combinations.

Silicon Studio- San Francisco



The Silicon Studio production facility in San Francisco uses Cinebase in a network of three servers and twenty clients. Silicon Studio constantly faces the challenge of finding appropriate content to include in upcoming productions and Cinebase allows the Studio an easy way to view the digital content that is available at any given time. Silicon Studio’s Ted Malone explains how the program helps at his facility: “In a large studio like ours, there is a real problem with people knowing what is available to use in productions. Cinebase provides a method for our artists to quickly see what content is available, and then easily incorporate it into new projects.”

- Completely automated (handles all necessary file format conversions)
- Drag and drop output
- Supports all popular film/video decks and digital disk recorders
- Point & click control
- Customizable scripts



The Cinebase output panel offers drag and drop functionality.

Nonline™

Cinebase Nonline manages the extension of online storage to off line media. Cinebase Nonline executes all related archive and retrieval functions.

Cinebase Nonline controls all popular storage media (including DAT, Exabyte, DLT, Metrum and DI/Dataview) and all popular robotic units (including the EMASS AML-family and Odetics ACL).

Cinebase Nonline provides a cost-effective way for the user to extend their archives, preserving hard drive space. Further, Cinebase Nonline allows management of the archive by migrating items from the storage units to high-speed hard drives for optimal access.

“Single button access to migrate content.”

Survivors of the Shoah Visual History Foundation

The Survivors of the Shoah Visual History Foundation is using Cinebase to provide on-demand access to over 50 terabytes of videotaped interviews.



Accessing or storing content onto Nonline devices is a single mouse click away.

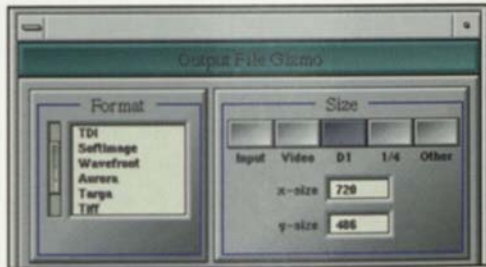
- Control of all popular storage medium devices
- Control of all popular robotic units
- Maximize hard drive usage
- Optimizes accessibility to content

Cinebase works with industry standards

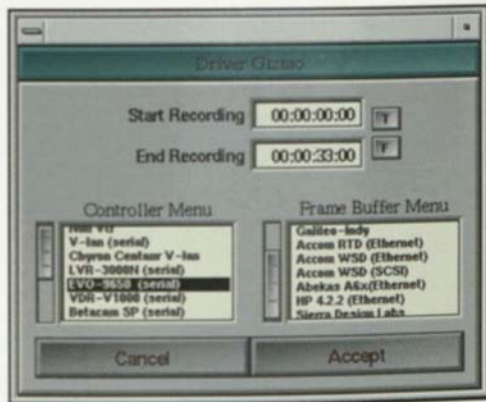
Cinebase is a perfect complement to the hardware and software products prevalent in the entertainment industry. Cinebase runs on all current SiliconGraphics hardware, from the Indy workstation to Onyx and Challenge Media Servers. The forthcoming Cinebase Macintosh and Windows clients will allow Mac and PC users to access digital content from a SiliconGraphics server.

For uses in the digital editing suite, Cinebase links with Avid, the leader in non-linear editing systems. Cinebase supports the OMF standard including Avid's internal AVR file formats. Thus, a user can conduct a search in Cinebase to find the clips they desire, drop the keyframes on the Avid icon, causing the clips to be converted into the desired Avid format and placed on the Avid system for editing. When editing is complete, the user simply logs the new clip into Cinebase for future use.

- SiliconGraphics platform
- Works with content creation tools
- Mac and PC clients
- OMF standard support
- Supports Avid log file



Output content to industry standard formats at any resolution.



Point and click control of popular film and video devices.

Flexibility

Cinebase is an extremely flexible program. Cinebase can handle a variety of production and large-scale storage needs. Out of the box, Cinebase auto-recognizes and supports over 23 file formats, including OMF, and SiliconGraphics Cosmo compress, and the list is growing all the time.

With each record, Cinebase can store any or all of the following:

- Original uncompressed content
- Compressed version for network play
- Other representations of the content
- User defined keyframe
- Text description
- Ancillary files (such as a script, a support file, and AVID log file, or anything else selected to be associated with the record)

Cinebase's open architecture is designed for expansion and customization. Cinebase's APIs and linking mechanisms allow the addition of new file formats and devices, as well as connectivity to third party database applications.

Cinebase is completely networkable (ATM, HIPPI, FDDI, TCP/IP, Ethernet, FibreChannel). Cinebase is resolution, content and file format independent, meaning it will handle just about any type of content desired.

E.A.I.

ENGINEERING  ANIMATION, INC.

Engineering Animation Inc. is a computer animation firm that specializes in multimedia and entertainment visualizations. E.A.I. uses Cinebase to manage their vast library of texture maps used in three dimensional models. Robert Coshland, E.A.I.'s Director of Animation, explains: "Conventional methodologies for dealing with textures are inefficient. Cinebase increases our efficiency and productivity by making it easy to zero in on an appropriate image. It frees our creative people from time consuming and often fruitless directory searches."

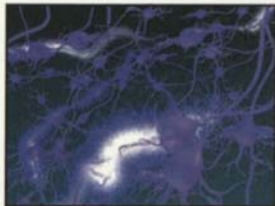


Image courtesy of EAI, Inc.

- Networkable (ATM, HIPPI, FDDI, TCP/IP, Ethernet, FibreChannel)
- Resolution, Content & File Format Independent

Content Protection

Cinebase protects content in several ways. In a typical network, almost anyone has access to files. With Cinebase, however, access to content is restricted to approved users. Furthermore, those users are limited to what they can do with the files. Security measures are present at both the user and server levels. Server access is secured by login name and password, and Cinebase maintains all existing security mechanisms on the network. Users need specific authorization to input, output, browse the archive, change the database, and delete records.

- Security mechanisms
- Multiple level password protection
- Users need permission to input, output, browse, delete records or change the database

TRW



With one of the largest computer networks in the world, scalability and data integrity are important considerations for TRW. TRW's Tom Gritzmacher states: "Cinebase provides us with an efficient way to manage content in a protected environment. We look to Cinebase as an essential component of our digital outsourcing services, which will provide remote access to computation, secure storage, and distribution of all types of media."



Try explaining to this artist that their work isn't worthy of Cinebase protection.

Cinebase™ Product Specifications

Image File Formats

Alias
BMP
Cineon
IFF
JPEG
Photoshop
Pixar
QRT
Rendition
SGI
SoftImage
Sun Raster
Targa
TDI
TIFF
Wavefront
XWindows
YUV
Pict
OMF

Audio Files Formats

AIFF
AIFC

Video Files Formats

SGI Cosmo
SGI Movie
QuickTime
OMF
OMF:AVR

Digital Disk Recorders

Accom WSD
Accom RTD
Abekas A6"x" series
Abekas Diskus
HP 422
Sierra Design Labs

Frame Buffers

Galileo, Indy, Indigo2 Video
Cosmo Compression
Sirius Video
Chyron Centaur
Video Framer
Photron Oscon

Operating System

IRIX 5.3 and higher

Machine Control

VLAN Control
Minivas
Sony Betacam
UVW-1800
PVW 2800
BWV-SERIES
DVW-A500

Sony LVR-3000N
Sony EVO-9650 (Hi-8)
Pioneer VDR-V1000

Hardware Platforms

SGI Indy
SGI Indigo
SGI Indigo2
SGI CHALLENGE
S, M, DM, L, XL
SGI ONYX
MAC Clients (Pending)
PC Clients (Pending)

Network

Ethernet
FDDI
ATM
HIPPI
FibreChannel

Real Time Visualization

Viewstore 6000

Nonline™

Contact your Cinebase™ representative for the most recent list of supported tape, optical, and robotic storage devices.

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