

R&S SpycerPAM

# PRODUCTION ASSET MANAGEMENT HAS NEVER BEEN EASIER



**ROHDE & SCHWARZ**

Make ideas real



**Primaries Wheels** ↕ ↺ **Scopes** ↕ **Waveform** ↕

**Gain** ↺ **Offset** ↺



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# STORAGE-NATIVE PRODUCTION ASSET MANAGEMENT (PAM) SOLUTION FOR CENTRALIZED R&S® SPYCERNODE

Choosing a great storage solution is only half of the problem in busy, high-pressure production environments such as post production or sport highlights reel editing. When deadlines are looming, organizing media, enabling staff to find and use material and supporting creative processes is tough when trying to centralize resources and prepare for future business growth.

R&S SpycerPAM has been created for the R&S® SpycerNode centralized storage system and is compatible with all major creative applications. No complex installation, no additional servers for the production asset management (PAM) and no third party integration to worry about –

just a straightforward installation by Rohde&Schwarz and you can start working. Start small and build for the future.

Built to solve all modern storage dilemmas, R&S® SpycerNode brings you expandability, tiered storage, open integration, blazing speed and a whole host of up-to-the-minute features. Coupled with a truly great storage solution, the one-stop software R&S SpycerPAM will get your production moving fast. Rohde&Schwarz offers you a powerful, integrated, easy to use centralized storage and PAM solution.



# INTEGRATED SOLUTIONS FOR CREATIVE AND PRODUCTION TEAMS

R&S SpycerPAM solves storage management and collaboration issues that are pervasive in chaotic post production environments, saving time, reducing duplication on the storage medium and speeding up delivery. The creative talent no longer has to deal with storage or workspace management, freeing them to focus on being creative. Powerful search and viewing functionalities will allow them to quickly find what they need. The technical team also benefits, with powerful tools to organize and manage the flood of incoming footage.

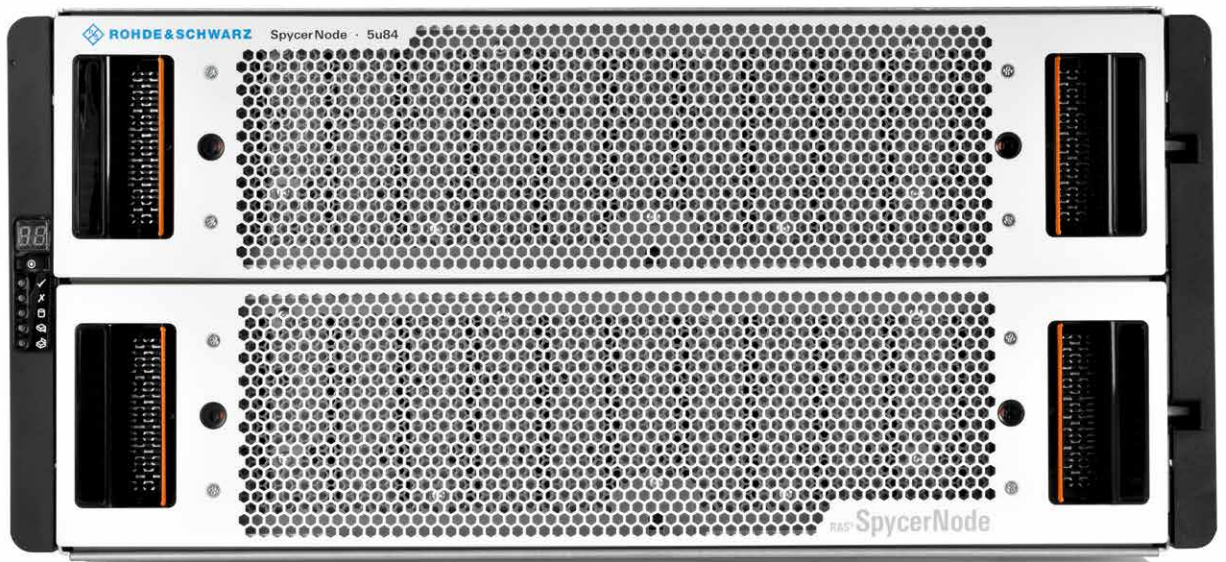
Controlling access, purging rushes and creating archival workflows becomes a snap. Created for R&S®SpycerNode and compatible with all major creative applications, R&S SpycerPAM enables productions to select the creative application they wish to use, all with sophisticated project collaboration and remote editing workflows. Broadcasters, post production facilities, advertising agencies, film schools, sports clubs and more all use R&S SpycerPAM to help them produce compelling content more efficiently.





# BUILT FOR EACH OTHER

If you're stuck in the dilemma of constantly needing to forklift your storage systems for more capacity or speed while simultaneously trying to run a business then combined purchases can help. Rohde & Schwarz has combined multiple capabilities for market leading performance in both storage and PAM without the complexity you might expect. Installed as an integrated package, R&S SpycerPAM runs directly on the R&S SpycerNode storage without the need for additional external servers. The software is also built for R&S SpycerNode and benefits from all the HPC features such as massive scalability and performance (even from the smallest system), intelligent information lifecycle management and one namespace. This makes R&S SpycerPAM suitable for small and large customers alike and future-ready. It is an integrated production and storage solution that can grow with you and rise to the future challenges your business will face.



# BRING ORDER TO THE CHAOS OF PRESSURIZED PRODUCTIONS

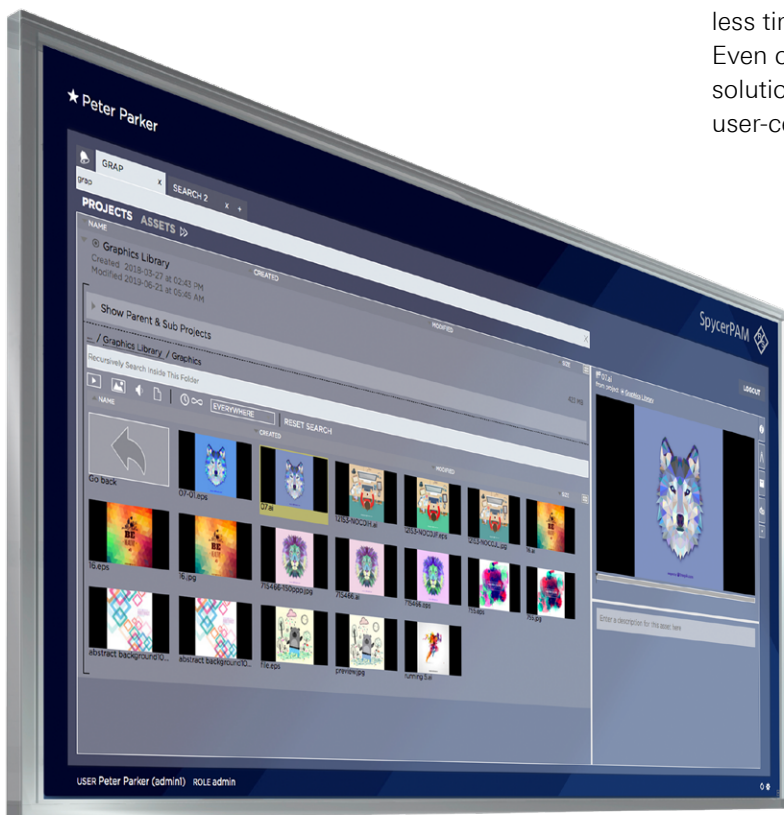
Unstructured data makes content production inherently chaotic. Production storage is constantly flooded with new content, and it is only by staying organized that storage resources can keep up. Media management processes are often manual, and maintaining consistency is impossible. Editors fear losing access to their media, and don't have time to focus on media management. Teams lose time searching for footage and graphics, so they make copies and work outside of the standard structure. Time is lost and the storage always runs full.

There's also many different people that need to work together such as editors, designers, producers and directors – both inside and outside the editing suite. Providing feedback, previewing or simply keeping track of project status can be difficult and time consuming.

R&S SpycerPAM addresses these issues by focusing on the project. R&S SpycerPAM automatically organizes the central storage on a project basis, then presents editors and designers with a „project mount“, based on preset templates, when they open a project. These templates ensure a consistent starting point, but the creative team still has flexibility to work as they see fit. And because R&S SpycerPAM manages the central storage, content and entire projects can be shared by linking. This eliminates copying and makes the storage much more efficient.

Since creative talents don't interface directly with the project storage, access can be easily controlled, improving content security, and can also be linked to domain controlled architectures.

R&S SpycerPAM also puts powerful search and proxy viewing features at the user's fingertips so users spend less time looking for footage and more time editing it. Even customers who already have asset management solutions benefit from the software's project based and user-centric features.





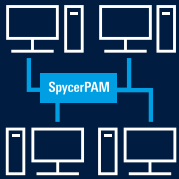


# WHICH DO YOU NEED? MAM VERSUS PAM

Media asset management systems (MAM) have rich metadata and rigid processes, and are well suited to longterm archiving and repurposing of finished assets.

Production asset management systems (PAM) are more suitable for producing finished content. PAMs help unify the different aspects of production, from preparation and capturing to editing iterations and approval. The unique project based approach of R&S SpycerPAM helps teams be more productive and is often used in conjunction with MAMs.

# HIGHLIGHTS



## COMMUNICATIONS SYSTEM

### Keep everybody up to date in the team

The unique R&S SpycerPAM communications system simplifies interaction between users, keeping everybody up to date about their projects managed by R&S SpycerPAM, assets and workflow tasks. Users can subscribe to notification alerts with the click of a button or by using the auto subscribe feature. They can also receive alerts about their projects and assets, which can be displayed in tailored news feeds. Markup proxies created by R&S SpycerPAM to simplify review. The global event log saves all user-content interactions, allowing admins to regularly review activity on the system.



## PROJECT MOUNTS

### Deliver projects, organize storage

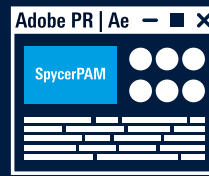
Project mounts are a revolutionary approach to production storage. Editors or designers open a project in R&S SpycerPAM and are presented with a virtual volume for their project – just like plugging in a USB flash drive in the old days. This virtual space can be preset to include project files and standardized folder structures, eliminating guesswork and manual prep time. Users can work freely in the project mount and R&S SpycerPAM automatically synchronizes to the central storage. When work is finished, the project can be closed and the project mount disappears. R&S SpycerNode remains organized and other users can link to the content, reducing waste.



## APPLICATION-INDEPENDENT

- Your project.**
- Your application.**
- Your choice.**

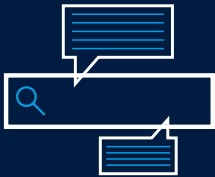
R&S SpycerPAM frees productions to use their creative tool of choice, making productions future-ready.



## ADOBE INTEGRATION

More than just a panel – R&S SpycerPAM automatically manages storage and offers project sharing and powerful search tools. The software also ensures the dreaded „media offline“ error is a thing of the past.





## CONTEXTUAL SEARCH

Find your assets based on their project context. Easily scrub through previews of content. The lightning-fast search framework filters results instantly, putting an overview of your entire storage environment at your fingertips. This means less time searching and more time working.

## SpycerPAM

## UNDER THE HOOD

The R&S SpycerPAM server software runs on Linux and natively on R&S®SpycerNode. R&S SpycerPAM clients (OSX or Windows) are installed on the creative workstations, and other networked users (internal or VPN) can obtain access through a standard web browser interface.



## REMOTE TEAMS

Get the entire production involved and free up over-booked editing suites. Review, log, subtitle, annotate and comment on assets from the R&S SpycerPAM web interface. Create rough cuts from a web browser using Predator. Empower users to drive simple workflow tasks.



## WELL CONNECTED

Editors use R&S SpycerPAM to open and share projects, then work normally. The client application is a browser based interface that only uses HTML5 web technology, which is OS and device agnostic. This ensures the look and feel is the same as from a browser or client. R&S SpycerPAM is designed for creatives, with a focus on managing media assets and projects.

# MAIN FEATURES

## DEEP ADOBE AND AVID INTEGRATION

The R&S SpycerPAM Adobe CC panel is the fastest and easiest way to access all R&S SpycerPAM managed media and projects from within your Adobe creative application. Using Avid? R&S SpycerPAM provides Avid style bin locking for all your Media Composer projects.

- ▶ Editor does not have to leave the Adobe Creative applications (assets and projects at fingertips)
- ▶ Adobe panel can automatically import unmanaged (local) media into central storage to prevent offline media situations
- ▶ Project sharing and Avid style bin locking
- ▶ Multiple users can access the same project and media files simultaneously without the risk of accidentally overwriting or deleting data
- ▶ Files can be easily linked from one project to another without duplication, which helps to optimize storage utilization

## INSTANT SEARCH AND AUTOMATIC METADATA GENERATION

Stop waiting and start working. R&S SpycerPAM enables productions to quickly get content into the editing projects and easily archive or purge old projects. Workflow tasks can be driven by users, eliminating delays and improving turnaround time.

- ▶ Window to content: the R&S SpycerPAM internal proxy encoding framework, combined with an intuitive interface, gives an overview of the entire storage, both archive and online, so you can easily scrub through previews of content
- ▶ Contextual search: project based metadata means assets are viewable based on their project context. This removes the need to tag raw footage and is well suited to post production workflows.
- ▶ Editor driven workflows: empowers users to drive simple tasks like archiving, retrieval and transcoding, which means less time is lost waiting

## STORAGE OPTIMIZATION AND SECURITY

Because R&S SpycerPAM automatically organizes the storage on a project basis, there are many key benefits for productions:

- ▶ Editors or designers can link to projects and content, dramatically reducing waste in the storage
- ▶ Preset templates guarantee a consistent project structure and eliminate guesswork and prep time
- ▶ Creative team no longer wastes time with media management, which massively improves media availability
- ▶ Controlling freelancer access has never been easier, which increases security
- ▶ Archiving or deleting old projects doesn't remove content if it is still in use
- ▶ Easier integration with external applications such as ingest, transcoding farms and MAM

R&S SpycerPAM designed for R&S®SpycerNode

## COMMUNICATIONS SYSTEM

Simplifies interactions between users, keeping everybody up to date on their projects

## WATCH FOLDERS

Enable easy integration to external tools and apps, and help manage the flood of incoming content

## HIGH AVAILABILITY

Option allows two R&S®Spycer Media Gateway servers to host R&S SpycerPAM redundantly

## PREDITOR

Innovative browser based rough cut editing tool. Enables non-editors to tell a story from their desk, freeing up the suite for the hard stuff. Sequences can be automatically imported into editorial applications.

## CERTIFIED APPLICATIONS

Adobe Premiere  
After Effects  
Avid Media Composer and NewsCutter  
Avid Pro Tools 10 or higher  
Final Cut Pro 7 and 10  
DaVinci Resolve  
Cinema 4D



## Service that adds value

- | Worldwide
- | Local and personalized
- | Customized and flexible
- | Uncompromising quality
- | Long-term dependability

## Rohde & Schwarz

The Rohde & Schwarz electronics group offers innovative solutions in the following business fields: test and measurement, broadcast and media, secure communications, cybersecurity, monitoring and network testing. Founded more than 80 years ago, the independent company which is headquartered in Munich, Germany, has an extensive sales and service network with locations in more than 70 countries.

[www.rohde-schwarz.com](http://www.rohde-schwarz.com)

## Sustainable product design

- | Environmental compatibility and eco-footprint
- | Energy efficiency and low emissions
- | Longevity and optimized total cost of ownership

Certified Quality Management

**ISO 9001**

Certified Environmental Management

**ISO 14001**

## Rohde & Schwarz training

[www.training.rohde-schwarz.com](http://www.training.rohde-schwarz.com)

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