

Hewlett Packard HP Tape Solutions TOLIS Group BRU software Digital Film Tree Post House



The natural disaster that devastated Japan in March 2011 affected the world on many levels. Beyond the tragic impact this had on Japan and its people, this event had major economic and business implications that are still being felt today. One example of the many industries this disaster has had an impact on was the Media and Entertainment industry and the shortage of Sony HDCAM-SR tape used industry wide as the choice for media.

This industry was heavily reliant on one manufacturer to supply a key component of day to day operations, in this case Sony HDCAM-SR tape stock, and that resource all of a sudden was no longer available. The Sony factory in Miyagi, Japan was the sole manufacturer of Sony HDCAM-SR high quality tapes, the preferred media used by the television and film industry for acquisition and delivery of finished product to clients and there was no definitive time table for when that factory would be back on line. The resulting shortage put a strain on the global supply chain and as a result, larger production houses began buying up tape stock. The supply shortage of HDCAM-SR tap sent prices skyrocketing and customers turned to HP for solutions.

Producers and Post Production facilities ranging from independents to large post houses and film studios had to find ways to maximize the remaining available tape stock while getting creative with alternative ways to manage scarce HDCAM media. That is when HP recognized that LTO 5 drives with TOLIS Group's BRU software could play a role in augmenting the workflow as a way to maximize that HDCAM-SR tape stock by giving post production studios a way to push content to LTO5 tape. LTO Ultrium 5 technology offers high capacity (3.0 TB compressed 2:1/1.5 TB native) digital media that is easily accessible from the desktop, at high data transfer rates, all at a low cost of ownership.

TOLIS Group specializes in creating software solutions that target the back up and archive needs of Post Production and editing facilities in the Media and Entertainment industry. Their BRU software, which runs on MAC, Windows, Solaris, Unix, and Linux OS



platforms, offers both enterprise-wide as well as stand-alone system solutions. A simple drag and drop interface allows BRU users to easily copy content right on the desktop. BRU software supports LTFS (Linear Tape File System), an open standard self describing tape file format designed to address archive and preservation requirements and an initiative that is supported by some of the biggest Tape system and media manufacturers including HP. TOLIS Group are an HP OEM who recently finished qualification on HP MSL and ESL enterprise series libraries. Tim Jones, TOLIS Group's president stated that "partnering with HP was a very easy decision to make because like the BRU software, HP's tape technology "just works"."

To test the viability of using BRU software from TOLIS Group with HP Tape systems as a way to augment the workflow



freeing up critical Sony-HDCAM-SR tapes, HP turned to

DigitalFilm Tree. DigitalFilm Tree is a Post Production, Consulting, Creative, and Software Development Company located in Hollywood California. Their clients include shows like SCRUBS, Weeds, Dinosaur Train, and films like Napoleon Dynamite, Cold Mountain, and



Where the Wild Things Are to name a few. Digital Film Tree has a heterogeneous environment applying numerous applications including Avid Media Composer, Apple Final Cut Pro, Autodesk SMOKE, and DaVinci Resolve for finishing work. Once a season starts, the systems are working around the clock with the need to deliver content on a medium that is digital, readable by any system, and will not degrade the quality of the content.

After initial setup of a stand alone TOLIS Group system with an HP tape system attached to their MAC FCP systems, the Digital Film Tree crew ran the solution through an extensive battery of tests. Owner Ramy Katrib and his crew of Sazeer Kader and Guillaume Aubuchon agree that this is a robust, viable and easy to use option leveraging TOLIS Group's BRU SW and HP LTO5 media and Tape drives to copy and back up raw and finished content. Digital Film Tree now maximizes the Sony HDCAM-SR tape stock they still have available, copying content to HP LTO5 drives leveraging the TOLIS Group's BRU solution to manage the process.

Thanks to this partnership, HP has been able to demonstrate the viability, flexibility and potential of using HP LTO tape technology. Ultrium LTO 5 technology combined with HP and TOLIS group offers a way to augment digital production workflows easily and seamlessly, one which liberates the media and entertainment industry from being dependent on a single source for a critical component. As Ramy Katrib from Digital Film states: "This TV season, LTO5/LTFS is part of the entire acquisition to final post finishing workflow for shows like Cougar Town and NCIS: LA. These technologies have performed incredibly well with our file-based solutions.

About Digital Film Tree

DigitalFilm Tree (DFT) is a cross-functional post, creative, consulting, and software development company. Since 1998, DigitalFilm Tree has played a definitive role in providing desktop, mobile, and IT solutions for the media and entertainment industry. Clients include television, motion picture, corporate, and first time filmmakers alike. For more information on DFT, see: www.digitalfilmtree.com.

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