



## HP FILE-BASED EDITING PLATFORM WITH ATTO AND QUANTUM

Fast, reliable, standards-based solution at  
an affordable price

Solution brief

### New reality for post-production editors

As the demand to turn around film and television content creation continues to increase, the new reality for editors is, "Deliver a final product faster, and do it for less." Editors around the world are discovering that legacy solutions hinder that reality because they are too slow, too costly, too rigid, and don't scale.

Along with meeting escalating "day and date" deliveries and shrinking budgets, editors are facing increased storage demands as they create more compelling productions. Editors are looking for a new solution to store more files, streamline operations, and cut costs on standards-based open systems technology.

This transformative end-to-end platform is available today from HP—together with partners ATTO and Quantum—and it is making the editorial process easier, faster, and more cost-effective than ever before.

### Better performance, lower price, available today

For more than 30 years, HP has been providing leading-edge IT solutions across many industries. For the past several years, HP has been providing best-in-class solutions to the Media & Entertainment (M&E)

industry, with the HP File-based Editing Platform representing another progressive step in HP's continued focus.

A reference architecture blueprint for a complete platform built on HP disk and tape storage, workstations, servers, ATTO host bus adapters (HBAs), and Quantum's StorNext File System software, the HP File-based Editing Platform enables editors to do more for less, while simultaneously achieving higher performance.

Where other editing solutions are proprietary, difficult to use, hard to scale, and costly to maintain, the HP File-based Editing Platform provides a blueprint that is open, standards-based, and very cost-effective. By combining industry-proven M&E components from HP, ATTO, and Quantum, the HP File-based Editing Platform provides proven functionality, backed by HP's worldwide hardware service and support, as well as support from ATTO and Quantum for software and other components.

Whether you run a small post-production facility, an independent film company, a local TV station, or a global entertainment studio, your organization can benefit from this powerful, tested platform. Featuring a proven shared storage component, this platform is:

- **Ultra-high performance** – Enabling more than 30 streams of concurrent full-resolution playback and editing in Avid Media Composer, Adobe® Premiere, and Apple® Final Cut Pro X environments
- **Affordable** – Because it's based on open IT components
- **Scalable** – Able to store massive volumes of files, rapidly turn raw footage into a final product, while significantly reducing costs
- **Flexible** – Multi-purpose SAN solution handles any M&E workflow; you can customize the workflow to meet the needs of each individual project.
- **Low risk** – Using industry-proven hardware and software components
- **Preservation** – By preserving content on HP's LTFs-based LTO-5 Tape, assets remain digital and accessible at any bit rate or resolution and at a low cost.
- **Workflow tested** – Used in a production environment tested by HP, Quantum, and ATTO, as well as validated by DigitalFilm Tree, a full-service post-production company



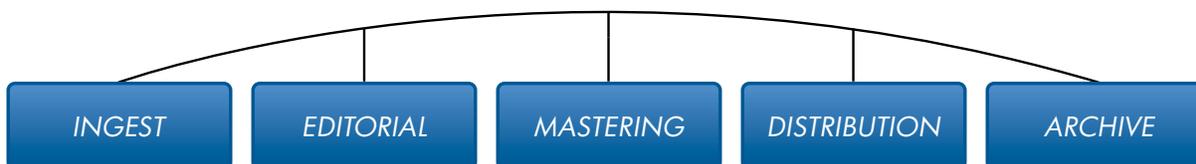
ATTO Technology, Inc.

Quantum

## The media workflow continues to accelerate

As fast-paced, file-based workflows continue to evolve, editors are asked to do more on a tighter budget. To meet these increased demands, HP focuses its development efforts on five key areas within the media workflow: Ingest, Editorial, Mastering, Distribution, and Archival.

### HP's Focus for Media & Entertainment Workflow



Offering direct interaction with the various touchpoints within the workflow, the HP File-based Editing Platform can serve as an integration point into each of these five areas. You can build the HP File-based Editing Platform to shape content from inception through conforming to completion and final archival.

### Industry-leading partners, working together for you

Working together as a collaborative team, HP, ATTO, and Quantum designed the HP File-based Editing Platform from the ground up. As part of an end-to-end blueprint, the HP File-based Editing Platform enables artists and technicians to connect and collaborate with each other from anywhere in the world on Editing, Design, Graphics, Color Grading, Online Mastering, Archiving, and much more.

- **HP** – With many years' experience providing solutions to M&E companies like yours, HP delivers leading-edge IT solutions and platforms tuned to bring content to life. You can better serve your customers, increase your productivity, and improve profitability while also lowering costs. Instantly.

- **ATTO** – As the premier connectivity provider for the Media and Entertainment industry for over 23 years, specializing in low-latency, high-bandwidth I/O, ATTO adds its extensive experience to the HP File-based Editing Platform. Since 2006, HP and ATTO have partnered to deliver direct workstation connectivity and high-availability access and functionality for HP storage solutions.
- **Quantum** – The leader in shared storage file and archive systems, Quantum has partnered with HP since 2004. Quantum provides heterogeneous, scalable, high-performance file systems that enable the HP P2000 G3 File-based Editing Platform to operate across Linux, Apple OS X and Microsoft® Windows® operating environments simultaneously.

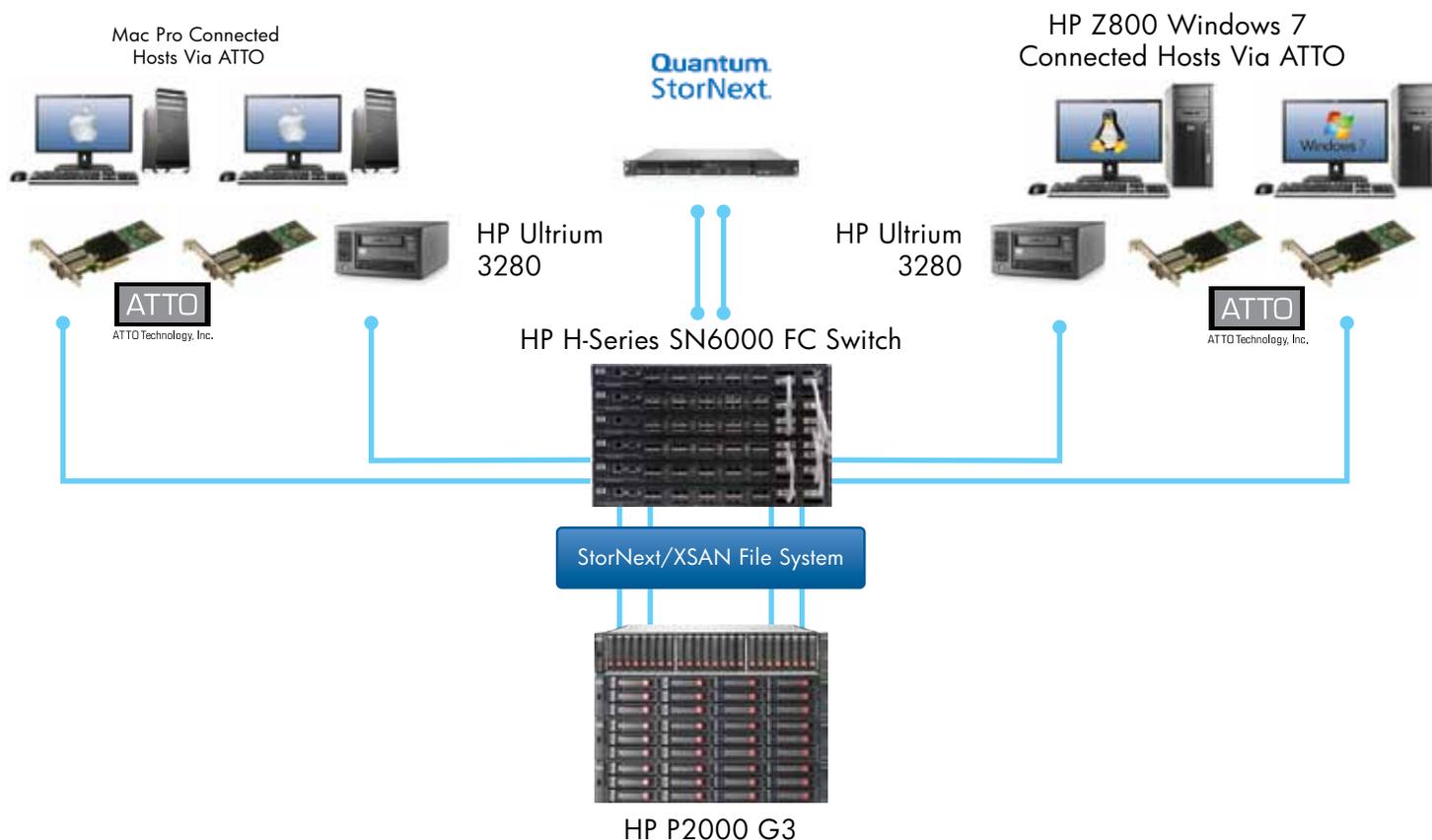
**"ATTO and HP teamed up to engineer this robust shared storage solution to enable video professionals to significantly improve and enhance their workflow, saving them time and money."**

**Jeff Okonczak, Director of Customer Engineering Services, ATTO Technology, Inc.**

**"The Media and Entertainment industry is fast evolving to file-based operations, with editors being asked to do more on increasingly smaller budgets. Quantum is pleased to have worked cooperatively with HP to develop the File-based Editing Platform, which is made up of proven, industry-standard components combined to create an extremely cost-effective, high-performance, full-featured solution that meets the needs of today's editors."**

**Peter Prinos, Sr. Director, Global Alliances, Quantum**

## HP FILE-BASED EDITING PLATFORM



### HP File-based Editing Platform in action

#### Platform components

- **HP P2000 G3 MSA Array** – As the foundation for this editing package, the HP P2000 G3 MSA Array achieves blistering performance utilizing native 8Gb Fibre Channel (FC) connectivity and ultra-dense 2.5" 6Gb SAS disk drives. The P2000 offers many important benefits:
  - Easy to manage, highly affordable, very efficient storage consolidation
  - Ability to start small and grow in number of supported servers and total capacity
  - Comprehensive data protection in an easily administered SAN storage environment
  - No single point of failure, with built-in redundancy throughout the system
- **HP SN6000 Fibre Channel Switch** – Stackable 8 Gb FC switches make enterprise SANs affordable, manageable, and easy-to-grow as more FC ports are

needed. The low-cost, easy to manage, and high-performance SN6000 can grow to support 20 device ports per switch.

- HP Premier Flex cables provide a more robust and reliable data transfer, due to their lower sensitivity to sharp bends which can reduce downtime and operating expense.
- 8Gb SFPs provide the required optical reach over the available optical fiber type.
- **HP ProLiant DL360 Server** – Combining concentrated 1U compute power, integrated Lights-Out management, and essential fault tolerance, the DL360 is optimized for space and media applications.
- **HP LTO Ultrium 3000 Series SAS Tape Drive** – Designed for mid-sized and enterprise markets, the Ultrium 3000 and 3280 SAS drives are the leading storage solution for the M&E industry. It sets new standards for capacity, performance, manageability, and security; available in internal and external models supporting LTO-5 and LTFS (Linear Tape File System).

- **Quantum StorNext** – Proven in some of the world's most data-intensive industries—including M&E—Quantum StorNext storage virtualization software offers high-performance file sharing, as well as enterprise data management and integrated protection and archiving.
- **ATTO 8Gb Host Bus Adapters with MultiPath Director** – Providing high-performance connectivity to HP storage systems, ATTO maximizes the availability of data and improves application performance in Fibre Channel and SAS storage environments.
- **Professional services** – To ensure the optimal level of customer support, the three companies work together to provide coordinated services on the various integrated components.



**"This application is the ultimate test of bandwidth and stability. DFT now uses HP as part of its integrated and file-based post operations. The HP P2000 G3, as part of an overall HP File-based Editing Platform, serves DFT's artists and technicians in many ways including: Editing, VFX, Design, Graphics, Color Grading, Online Mastering, DI, Titling, Laydown, Versioning and Archiving."**

**Ramy Katrib, DigitalFilm Tree evaluation, August 2011**

### Technical disclaimer

Even though the HP File-based Editing Platform is provided as a complete and fully tested reference architecture, the individual components are sold and serviced by their respective vendor, i.e., HP, ATTO, and Quantum. Please contact your sales representative from each company for more information.

### For more information

To learn more about the HP File-based Editing Platform, please visit:  
<http://www8.hp.com/us/en/industries/communications-media-entertainment.html?compURI=1089584>



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