



## **NAB 2007 Previews**

### **EDITSHARE AT NAB 2007**

**Boston, MA – February 8, 2007** – EditShare, the pioneer of cross platform collaborative editing and shared media storage systems, will be exhibiting their award-winning shared storage solutions at the NAB 2007 exhibition, held in Las Vegas NV from April 16 - 19, on stand SL12410.

#### **EditShare Workflow - Open Architecture that Promotes Collaborative Editing**

From field to finish – offline to uncompressed HD - EditShare products are designed to maximize media sharing and storage for multi-user editing environments. Leveraging the power and cost effectiveness of Gigabit Ethernet, EditShare technology enables users to easily and economically share media and work collaboratively. Avid, Apple, Adobe, Autodesk, Boris FX, Canopus, Digidesign, Media 100, and Sony editors and composers connected to an EditShare network can seamlessly access in realtime a common pool of media files. Unlike standard SAN devices, EditShare technology supports **file level sharing** - allowing multiple editors to write to the same volume simultaneously. Regardless of application or platform; source material, work in progress and finished packages are shared and instantly available to all users on the EditShare network. The rules-driven workflow ensures that no data is ever overwritten or accidentally destroyed.

EditShare's unique Avid Project Sharing feature enables multiple Avid editors to work from the exact same Project and get instant Read Only access to each other's bins and sequences .

#### **EditShare Products – A History of Innovative Shared Storage Solutions**

EditShare was the first collaborative storage system to offer 10-Gigabit Ethernet connectivity for multi-stream SD and HD editing – a technology debuted at NAB 2005. The following year, EditShare unveiled ESA - Extreme Scalable Architecture - a new storage concept that allows customers to increase their storage to hundreds of terabytes and beyond. With EditShare ESA, additional "expansion servers" can simply be plugged into existing EditShare networks easily and cost effectively

expanding storage as well as the number of users on the EditShare network. Administrators manage all ESA servers through a single unified graphical user interface.

The latest release of the EditShare ESA products incorporates a new iSCSI component that enables users to integrate their Digidesign Pro Tools and Avid Nitris systems into the EditShare workflow. Ergonomic enhancements include an improved EditShare Connect Client with simplified one point of access and password recognition as well as an enhanced automated tool for configuring multiple EditShare systems in an ESA Group.

For customers who purchase more than one EditShare server, EditShare will now include a Synchronization Tool that can be used to mirror or backup media files to multiple servers in near realtime – enhancing protection for mission critical media files or giving greater numbers of editors access to the same data.

Demonstrated for the first time at NAB 2007 - EditShare Field: Ideal for news teams out in the field or production teams on location. The turnkey EditShare Field solution incorporates the award-winning EditShare media sharing technology in an all-in one ruggedized chassis designed specifically for mobile and location editing. The straightforward plug and play approach enables EditShare Field users to easily connect and immediately begin working and sharing media regardless of the climate conditions, situation or geographic location. Like all EditShare technology, EditShare Field offers powerful Avid project sharing, flexible scalability and complete reliability at a competitive price point broadcasters and postproduction facilities can afford.

### **EditShare Customers- Maximizing Media Sharing and Storage Opportunities**

EditShare is leading the way for delivering cost effective, open storage solutions that promote media sharing and collaboration within multi-user editing and compositing workgroups. These groundbreaking products bring significant media management and production workflow advantages to EditShare clients who continually push the limits of technology and editing environments. Their impressive customer list spans globe and includes; AKN, Al Jazeera, APT Films, BBC, Big Brother (Croatia and Serbia), Burundi TV, Chelsea TV, Cutting Edge, EasyFilm, Exposure Post, Filmmore, Florida State University, Fox, Hybrid Films, Ion Media Networks, Lion TV (All3Media), London Fashion College, Manchester University, Marshall Street Editors, Metropolis, Monkey Kingdom, National Geographic, Nottingham University, Ogilvy, Post Perfect, Press Association, RAF, Serial Digital Post, Shine Limited, Stargate Films, Step by Step, Studio Hamburg, TPS France (Infosport), TV Nord, UAE Television and Radio, Und Bitte Entertainment, University of West Virginia, VCC Perfect Pictures, VTR Group (Prime Focus), Wag TV, Walt Disney and Worldmade Channel.

For more information about EditShare at NAB 2007 or product imagery, please contact Janice Dolan at [janice@zazilmediagroup.com](mailto:janice@zazilmediagroup.com).

### **About EditShare LLC**

EditShare LLC is the pioneer of a new category of collaborative editing solutions designed for digital media workgroups and production companies. The EditShare system fuels the collaborative creative process for digital media artists by delivering high quality high performance and cost effective networked collaborative editing solutions. For more information, please visit [www.editshare.com](http://www.editshare.com)

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