



ANTENA 3 Acquires EVS O³ HD/SD Servers for Archive Digitization & MXF File Mastering

Amsterdam, IBC2011, 12 September 2011 – ANTENA 3, a leading Spanish media group present in the radio, cinema, internet and digital terrestrial television (DTT) industries (significant shareholders include Planeta-De Agostini and RTL Group), has opted for EVS O³ HD/SD ingest servers to digitize its archives and streamline its media exchange operations.



ANTENA 3 has embarked on a major effort to migrate over 150,000 hours of tape content within a 3-year timeframe. A key requirement for this massive digitization project was to guarantee media integrity for long-term archiving. Consequently ANTENA 3 chose the MXF standard as the main pivot wrapping format, which has led the Spanish media group to EVS-OpenCube and its extensive knowledge of MXF file mastering and metadata complying with all SMPTE MXF standards.

For this project, five O³ HD/SD servers from EVS will ingest and digitize content from thousands of tapes loaded in two Flexicart libraries, each equipped with four IMX VTRs. Flexicart ingest operations will be managed by the new EVS-OpenCube FlexO³, an advanced web-based application that will provide total control of the digitization process.

In parallel the O³ servers, will create MXF D10 files and VC1 proxy files with synchronized Timecodes. This feature will allow ANTENA 3 to ensure a perfect integrity between Low and Hi Res content.

Due to the server's advanced format management, which includes media essence and all associated metadata (TC & Teletext), the generated MXF files will be truly SMPTE standard compliant and will ensure high interoperability in future exploitation, a key aspect in the long term preservation archive media files management.

The EVS O³ solutions are designed with a fully open architecture that maximizes their integration with any third-party infrastructure. As a result, their SOA-based connection with ANTENA 3's existing cataloguing system, GAMMA, guarantees flawless metadata retrieval. The O³ server also integrates with Interra's Baton file based QC system for content quality control during ingest operations. Additionally, a visual quality check of the MXF files can be performed thanks to the advanced MXF viewer tool from EVS-OpenCube XFReader.



Raul Lorenzo, Project Manager, explains: "For this important enterprise we needed a solution that would easily integrate with our existing IT infrastructure and our advanced MAM system, GAMMA. We were also confident in EVS' valuable expertise in MXF file mastering and media conversion".

Benoit Février, General Manager of EVS-OpenCube, concludes: "Mastering the MXF format and its related metadata for long-term archive preservation is strategic for important media groups such as ANTENA 3. We are very proud that they have selected our technology to achieve this".

EVS is currently presenting its range of O³ servers and MXF File Mastering solutions at the IBC show (Hall 8 stand 8B90).

About EVS

EVS designs leading broadcast and media production systems for sports, news and TV entertainment. Its innovative Live Slow Motion system revolutionized live broadcasting, and its reliable and integrative tapeless solutions are now widely used for non-linear editing and 3D HD productions across the globe.

The company is headquartered in Belgium and has offices in Europe, the Middle East, Asia and North America. It sells its branded products in over 90 countries, and provides customer support globally.

For further information, please go to www.evs.tv

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