Killer Throughput for Smarter Media

Scalable, open storage backbone complements AI-driven media search tool in a textbook case of two plus two

Content producers have a business need to search, manage and repurpose their digital assets at an ever-faster pace, even though the sheer number and size of those assets is growing rapidly. OpenDrives and Axle AI have teamed up to provide a highly performant and containerized solution, where Axle's AI-driven media asset management (MAM) tool rapidly scans and enriches all media on the OpenDrives platform, without imposing new workflows, file naming conventions, or hassles. Better yet, Axle AI provides complete remote access capabilities through its browser interface, including the ability to search and download media, and even launch collaborative edit sessions through Axle's new Axledit cloud application.

OpenDrives' scalable, high-performance software platform, Atlas Core, makes an ideal complement to these capabilities. In addition to providing a very high throughput storage solution, it also includes tremendous processing power which is leveraged by Axle AI to run its containerized server application modules directly on the OpenDrives platform. By running Axle AI in a container, OpenDrives brings the MAM application closer to the target data, which further accelerates critical media workflows. The higher level of data throughput for tasks like filesystem cataloging and H.264 proxy generation stands apart from most other solutions where the MAM and storage are scattered across multiple hardware systems, typically linked by 10 Gigabit Ethernet as a backbone. Built-in software features of Atlas Core such as intelligent tiered caching, inline compression, and bandwidth throttling further optimize performance and capacity.

To emphasize the contrast, the available throughput between containerized Axle AI modules on the OpenDrives application platform is nearly 100 times faster than the access provided across 10 Gigabit Ethernet! This makes several core functions of Axle AI—file system scanning, extracting of technical metadata, generation of H.264 proxies and analysis of those proxies by Axle's built-in AI/ML engines (Facial recognition, Object recognition, Logo recognition and speech transcription)—much, much faster than on most other storage solutions.

In this way, Media Asset Management shifts from being a clumsy, manually operated system, to a near-real time, automated powerhouse capable of quickly identifying new files and generating powerful, in-depth metadata about those files, ready for user access through Axle's radically simple browser interface and at an entry price unheard of for typical MAM and storage systems.

Built on open standards and protocols, OpenDrives' Atlas Core facilitates interoperability with other technologies so customers can seamlessly integrate into customers' data environments and power the most intensive media workflows. Integrations with Adobe Premiere Pro, Adobe After Effects, Apple Final Cut Pro, DaVinci Resolve and Avid Media Composer round out the solution, allowing transparent editorial access to media whether the users are located on premise with direct storage access, or working remotely.

Key benefits

- Complete integrated solution: Provides high throughput storage for all types of creative media including video, audio and images, as well as the ability to leverage AI/ML to easily search those media files both locally and remotely.
- Accelerated performance: By tightly integrating Axle AI's media processing engines as containers on the OpenDrives platform, significantly higher throughput can be achieved than is the case on more loosely integrated solutions.
- Third party compatibility: workflows with Adobe Premiere and other video editing software, as well as Archiware P5 and other media archiving platforms, ensure that Axle AI fits in seamlessly within the OpenDrives ecosystem.
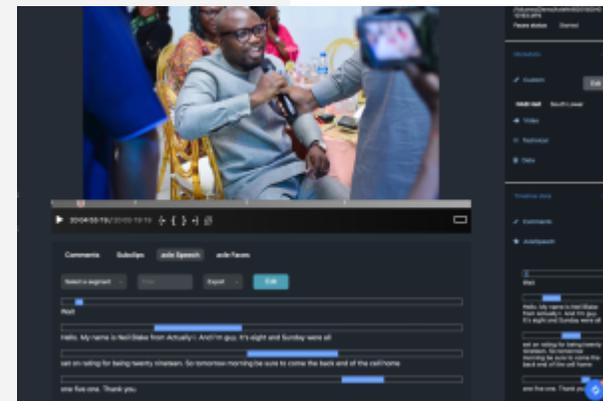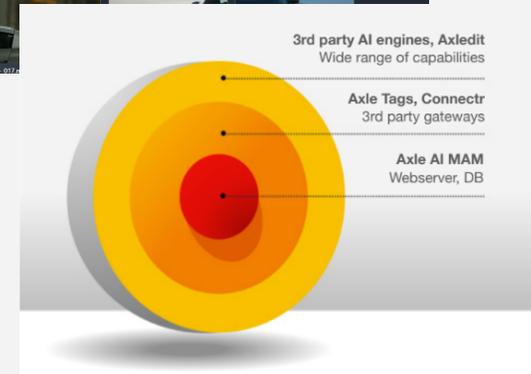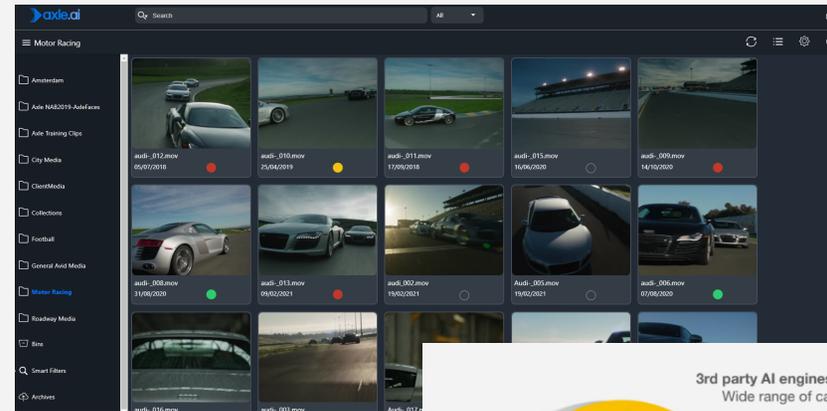
End User Workflows

Creative teams are looking for any toolset that can help them increase their productivity. Searching for the right assets, and the right portions of those assets is a key function, which takes up to 40% of the time of these teams.

Remote access has also become an increasingly core requirement as teams increasingly incorporate freelancers, and work habits have shifted during and after the Coronavirus pandemic.

M&E workflows

- Search media content through a combination of AI/ML-based tagging, user tagging and technical metadata.
- Remotely access media using a modern HTML browser interface compatible with all major web browsers
- Design a solution that can scale to meet the requirements of any project, and to implement the right tools and technologies to support an end-to-end storage solution.
- Support tiered storage via graphical views of assets moved to archival storage, including Archiware's P5 and Spectra Logic's Black Pearl.

3rd party AI engines, Axledit
Wide range of capabilities

Axle Tags, Connectr
3rd party gateways

Axle AI MAM
Webserver, DB

OpenDrives/Axle AI Solution

About Axle AI

We make media smarter. Axle AI is the industry leader in AI-powered media asset management software. Its solutions have helped over 1,000 organizations improve how they create, share, and store digital video content with easy-to-install, use, and afford media management solutions that leverage the power of AI and machine learning. Axle's radically simple media management uniquely addresses a burgeoning need and has caught on rapidly among video professionals in post-production, education, broadcast, corporate, sports, house of worship, non-profit, marketing, and government organizations worldwide.

To learn more about Axle AI, visit: www.axle.ai

About OpenDrives

OpenDrives is a global provider of enterprise-scale, software-defined data storage solutions. Our technology is designed to power the most demanding workflows—on premises and in the cloud. Our commitment to open standards and protocols facilitates ease of integrations, making it simpler for customers to access, use, move, and protect their data. We are headquartered in Culver City, CA.

To learn more about OpenDrives, visit: www.opendrives.com.