



OpenDrives And Legendary Digital Media Build New Channels To Loyal Fans



**LEGENDARY
DIGITAL NETWORKS
ENCOURAGES
ENGAGEMENT-
DRIVEN AUDIENCES**

“OpenDrives storage solutions just blew us away with the level of performance and reliability for our creative endeavors. This allows us and our creative partners to blow away their fan bases. And that’s what really matters”

Gerry Mattei
Senior Director of
Production Operations

Traditional media and entertainment channels were—and still are—unidirectional. Media content was conceived and produced upstream, generally with very little or no input from the consumers of that content. Then, the content was distributed to passive but captive audiences who consumed it. Technical limitations more than anything else prevented bi-directional engagement between the creative forces behind media and entertainment and their audiences. All that has changed. New media has opened new digital channels directly to audience members and their ever-present devices. Legendary Digital Networks (LDN) leverages that bi-directional capability to establish collaborative two-way engagement, participation, and discussion between creatives and their fans. LDN ensures that creatives don’t play to their audiences—they engage them in the creative act itself.

The Challenge

LDN serves up an enormous amount of video content to these hungry fan bases. With a strong tie-in to social media platforms, LDN is able not only to create this bridge between artist and fan base but is also able to provide insights into many key audience metrics, such as demographics, trending topics, and prevailing sentiments. As with other innovative new media outlets, LDN does more than just content aggregation. They help shape artists’ content into well-produced video productions, optimizing the artistic message into impactful and entertaining experiences that they share with their fans.

Achieving this goal, however, is not easy. It takes incredibly hard and persistent work from a facility dedicated to top-notch post-production activities. And as you can guess, one of the biggest barriers is technical in nature. In order to shape this amount of content into well-produced video artifacts, LDN must implement workflows that are as sophisticated as those found in major production houses. And to do that, you must have a storage solution that not only accommodates very large files but also allows multiple users to collaborate seamlessly without speed and performance issues. Unfortunately, the vast majority of enterprise-grade SAN solutions simply can’t do this. Where they might provide data reliability or scalability, they just can’t achieve the speed and performance levels necessary to allow many simultaneous users to follow through with their post-production workflows

The Solution

Enter OpenDrives. Through a collaborative partnership with LDN, we have bridged that gap between a merely serviceable storage solution with occasional performance barriers to a fast, reliable, and scalable NAS solution, which is our Summit system. Now, LDN can accommodate all the client workstations they need to underpin their core efforts of growing the LDN creative platform.

Performance is no longer an issue, so they are able to put their efforts into what they do best. You can expect to achieve the results LDN has without overcoming some pretty significant technical obstacles. Fortunately, LDN allowed us to build that partnership and trust, and our OpenDrives storage solutions – along with our superior customer support – are the basis for rock-solid video production facility. We take pride in what we do best, so that our partners like LDN can do what they do best.

BETTER, FASTER NAS



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