



NY1 NEWS USES SILICON STORAGE APPLIANCE TO POWER UP THEIR STATE OF THE ART DIGITAL FACILITY

QUICK VIEW

TIME WARNER CABLE

Executive Summary

Business Challenge:

Time Warner Cable's 24 hour NY1 News needed to deploy a digital infrastructure to put technological power at their journalist's fingertips, enabling increased workflow and reduced costs.

Solution:

Embed one S2A 6000 Silicon Storage Appliance at the core of Time Warner Cable's NY1 News to serve as the intelligent centralized backbone of the production environment.

Benefits:

The S2A 6000 Silicon Storage Appliance brings a twenty-first century broadcast news infrastructure that allows NY1 News to accomplish more, in less time, and is more cost-effective to run than a traditional newsroom.

The S2A 6000 Silicon Storage Appliance transforms a traditional storage area network into a non-linear storage network environment, allowing productivity and workflow advantages that had not previously been available in a SAN.

S2A 6000 Silicon Storage Appliances enable increased efficiency, lower operating costs and the highest levels of QoS needed for next generation broadcast environments, providing a compelling, competitive advantage for digital facilities worldwide.

Enter the Chelsea Market building in Manhattan, ride the elevator upwards, and you'll see the model for future Time Warner Cable 24 hour news network production facilities slated for launch throughout the United States.

On the sixth floor are the studios of NY1 News, who have recently converted their operations to a digital production environment that excels in real-time news gathering, production and broadcast. And deep inside of NY1's facility you'll find DataDirect Networks' S2A 6000 Silicon Storage Appliance at the heart of the digital news gathering platform that greatly streamlines the production process.

The Silicon Storage Appliance serves as the enabling storage network infrastructure of Pinnacle Systems' VORTEX News installation at NY1, a complete newsroom solution that integrates all aspects of news editing, playback and archiving of video into a single, seamless environment.

Using the Silicon Storage Appliance as the intelligent, centralized backbone of the production environment allows NY1 News to combine the editing of news clips and production of on-air text, graphics and effects into one non-linear process, increasing productivity for the forward-looking organization.

"The Vortex system, and the underlying Silicon Storage Appliance technology, brings a twenty-first century broadcast news infrastructure that allows NY1 News to accomplish more, in less time, and is more cost-effective to run than a traditional newsroom," Harlan Neugeboren, senior director, Technology & Engineering, Time Warner Cable local news group, said.

The S2A 6000 Silicon Storage Appliance (managing 9 TB of storage), embedded at the core of Vortex, is tightly integrated with the facility's Omnibus Newsroom Automation System which provides the overall control and asset management functionality. At NY1, digital content is stored on the S2A 6000 Silicon Storage Appliance and edited on the Vortex, leaving capture, archive and playout control to Omnibus.

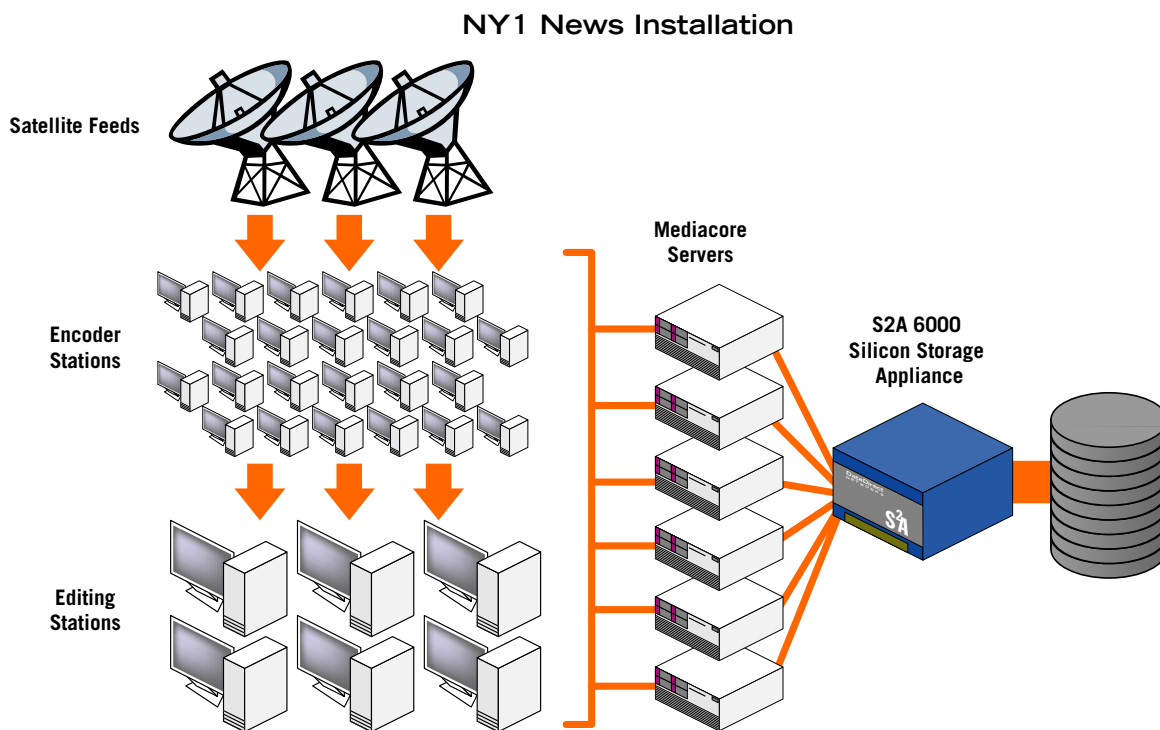
NY1's goal was to have as much power at the journalists (or user's) fingertips while making the technology as invisible as possible. With the amount of automation and integration that has been implemented into the production facility, NY1 is now seen as one of the most technically advanced newsrooms in the country.

"DataDirect's Silicon Storage Appliance transforms a traditional storage area

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network into a non-linear storage network environment, allowing productivity and workflow advantages that had not previously been available in a SAN,” continued Neugeboren.

The advantage of a non-linear system is increased speed to air. A non-linear system allows reporters to go back to their desks, edit the pieces themselves, and publish to air -- streamlining the process of producing news segments. Using this system, reporters do not have to hand the work off to an editor to finalize the segment.



Using a Silicon Storage Appliance-based infrastructure allows IT professionals to overcome the many limitations of first generation storage networks, bringing application acceleration, cost-effective scalability and simplicity with high QoS in a plug and play appliance.

DataDirect Networks has created the highly scalable, simple-to-deploy and easy-to-manage Silicon Storage Appliances to accelerate application performance, simplify information management and lower operating costs.

DataDirect Networks' Silicon Storage Appliance technology allows creative professionals to accelerate their applications, providing data at least three times faster than existing Storage Area Networking (SAN) solutions and ten times faster than Network Attached Storage (NAS) technology. The acceleration of data to applications and users -- simply and easily -- allows DataDirect Networks' customers to consolidate their storage; the Silicon Storage Appliance technology allows management of up to 100 Terabytes by a single system administrator, providing 10x lower Total Cost of Ownership.

“DataDirect’s Silicon Storage Appliance transforms a traditional storage area network into a non-linear storage network environment, allowing productivity and workflow advantages that had not previously been available in a SAN.”

Silicon Storage Appliances bring parallelism and superior virtualization benefits to content creators and provides unmatched advantages to the production environment. For broadcasters and creative professionals needing high stream count, rock solid audio and video streams, storage and host scalability, and simplified management, DataDirect Networks’ Silicon Storage Appliance technology sets new standards in application acceleration and plug and play simplicity.

With each appliance’s ability to supply over 6000 hours of 50Mbit/sec MPEG2@ML content to 90 concurrent streams, the S2A 6000 Silicon Storage Appliance brings industry leading performance and scalability benefits to broadcasting and digital production environments. Directly supporting up to 512 workstations and 180 Terabytes of storage, DataDirect’s technology can simultaneously support a multitude of ingest, NLE, CG, playout and browse stations. DataDirect’s “format independence” guarantees scaling of capacity and streams from highly-compressed all the way to HD and beyond.

“NY1 represents the future of broadcast news operations and we are excited to be playing a key role in this effort,” Bob Wilson, president, Broadcast Solutions Division at Pinnacle Systems, said. “The DataDirect solution along with Pinnacle’s Vortex News solution provides NY1 with a complete digital newsroom.”

“Silicon Storage Appliances enable increased efficiency, lower operating costs and the highest levels of Quality of Service (QoS) needed for next generation broadcast environments, providing a compelling, competitive advantage for digital facilities worldwide,” Mark McLane, Vice President, Worldwide Sales, DataDirect Networks said. “The storage network implementation at NY1 brings a new foundational tool for real-time news production and delivery, and we are honored to play a key role in this effort.”

DataDirect Networks’ Technology Advantage

As the recognized leader in storage networking appliance technology, with over 600TB of virtualized storage in use around the world, DataDirect Networks’ and their Silicon Storage Appliances make it easy, simple and trouble-free to accelerate and manage applications, dramatically reducing TCO and increasing ROI.

Technically superior to competitors in the field, Silicon Storage Appliances provide a substantially different and far more advanced approach to data access for data center use than NAS or first generation SAN solutions.

In addition to the enterprise-class S2A 6000, DataDirect offers the S2A 3000 for smaller storage networking implementations. The S2A 3000 Silicon Storage Appliance, based on DataDirect’s proven S2A 6000 appliance technology, brings a simple to deploy, easy to manage and affordable storage

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network appliance that allows departments and workgroups to achieve application performance gains, cost-effective scalability and simplified management. Each S2A 3000 Silicon Storage Appliance supplies an aggregate bandwidth from 100 to 400 megabytes per second to Linux, Unix, Windows NT/2000, Sun, AIX, HP-UX and SGI workgroups. The S2A 3000 can easily manage storage network environments ranging in capacity from 500GB to 7 Terabytes.

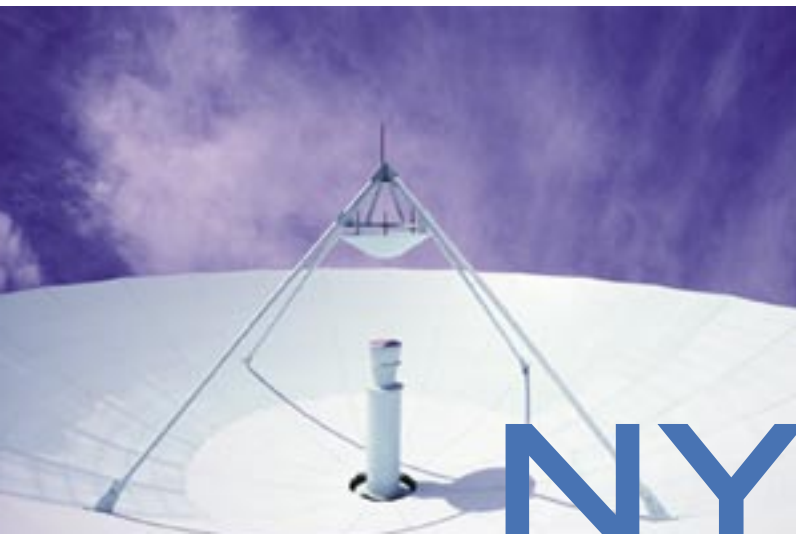
Solutions, Planning, Integration and Support

Planning a significant addition to an IT infrastructure is never simple. As different scenarios are generated, questions arise and must be answered. DataDirect Networks’ staff of storage networking experts will act as an integral part of this process, helping to determine your system requirements, specifications and architecture. As your trusted partner in designing, deploying and extending your storage networking solution, we’ll make sure that your implementation delivers the performance and reliability that you expect, and has the expansion capacity to meet your growing business requirements.

DataDirect’s professional services team will provide our clients with system architecture and storage network design. We also will optimize existing storage installations and applications and help our clients migrate from current storage approaches to a future-oriented SAN environment.

Our professional service organization, comprised of headquarters and field-based personnel around the globe is dedicated to delivering and sustaining the highest levels of customer satisfaction in the industry. And should a component ever fail, DataDirect Networks provides worldwide response to diagnose and rectify the situation 24x7x365, to help keep your business operating at its peak.

DataDirect offers a wide variety of support options, including standard and extended warranty, priority cross shipment and a range of on-site maintenance and support services to fit your needs. DataDirect can also supply customized service and support offerings to meet the needs of businesses having unique requirements.



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