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Scale Logic, Inc., In Partnership with FlavourSys, Deploys Workflow Migration & Integrated Project Management to Optimize Turner Studios' Adobe Premiere Pro CC Workflow

Editors Facility-wide Now Enjoy Efficient, Streamlined, Collaborative Editing with FlavourSys' Strawberry

April 10, 2015, Bloomington, MN – Upon the installation and integration of FlavourSys' Strawberry Production Asset Management at Turner Studios, Scale Logic, Inc. a global provider of media-centric data storage solutions and related workflow applications has delivered two separate but related workflow benefits for their post production operations. Firstly, Strawberry enables a phased-in, managed migration platform for Turner Studios, supporting management's goal to transition their post production editing workflow to Adobe® Premiere® Pro CC. Secondly, Strawberry provides additional workflow project management benefits and collaboration tools that in aggregate, equate to a highly optimized and cost-effective Adobe Premiere Pro-based workflow that can be scaled-out on a facility-wide basis.

"The solution developed and implemented by Scale Logic, FlavourSys, and an Atlanta-based System Integration partner was a team effort," said Jason Moss, Director, Turner Studios Editorial.

"We now have a fully integrated, dual-purpose application platform that supports both our transition to Adobe Premiere Pro CC, as well as providing an enhanced and fully collaborative editorial workflow."

"Originally, Turner Studios challenged us to create an efficient project management workflow solution compatible with their centralized storage system, that would also drive better workflow efficiencies regarding their corporate adoption of Adobe Creative Cloud®," said Robert Herzan, President and CEO Scale Logic, Inc., "We recommended a solution based on Strawberry software in part because the developers are editors. Consequently, the development team could relate to the habits and the "wish list" of fellow editors. The FlavourSys team would listen and adapt application features in direct alignment to the customers specific workflow requirements. We also could deliver the added benefit of



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managed application migration from Avid to Adobe within the context of optimizing their overall Adobe workflow. By combining Scale Logic's industry expertise and services with the Strawberry solution, we were able to deliver a superior solution at a cost-effective price."

"I look forward to continuing these partnerships," said Daryl Heinis, CTO of Scale Logic, "We maintained a multi-lateral, phased approach in parallel with Turner Studios' requirements. Scale Logic managed the overall scope of work in conjunction with FlavourSys to deliver consulting services, solution design, and modification and on-site testing. As a result, we provided a streamlined implementation process.

FlavourSys' Strawberry software enables cross-platform media and project sharing in an open storage environment with support for most high-performance SAN and Scale-Out NAS environments. This storage-agnostic approach enables content professionals to use off the shelf file systems such as StorNext, Isilon, or Scale Logic's HyperFS SAN and Scale-Out NAS. The Strawberry collaborative workflow helps the post-production editing team at Turner Studios by leveraging these features:

- Instant Search capability in both projects, comments, and metadata, with proxy viewing, reduces time lost locating media
- Adobe cache files are now easily handled across the SAN, equating to close and share vs. close and wait workflow
- Automated custom metadata capture and indexing capabilities that simplify organization and logging
- Removal of most Finder and Explorer tasks for edit staff that also protects data from accidental deletion
- Instant project creation, sharing, and discovery across all storage tiers including online, nearline, and archive

"The Strawberry solution was designed from the ground up to provide video editors with the simple tools they need to focus on the work at hand, rather than waste precious editing time trying to managing the underlying technology such as folder organization or storage system tasks," said Marco Stahl, co-founder of Flavoursys.



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About Scale Logic Inc.

Scale Logic, Inc. is a value added global distribution company focused on storage and networking infrastructures. We bring value to our partners by building a suite of products and services to help scale their business effectively and efficiently. Our sales and technical team are seasoned veterans with over 25 years of experience in developing, deploying and supporting high performance digital file based solutions. Scale Logic, Inc. has developed strategic relationships around RAID, Scale-Out NAS, SAN, and Archive technology that focuses on logical solutions to complex storage needs in the Media and Entertainment industry. Our consultative approach offers our customers options that consider performance, reliability, scalability, and budget.

About Flavoursys Strawberry:

Strawberry is an award-winning software that combines state-of-the-art project sharing and project management for a wide range of editing applications and projects. The philosophy behind Strawberry is that editors should spend less time searching for content while having more time focusing on the story at hand and being creative. Strawberry is a workflow tool that helps you to create, share and organize content with an entirely new approach.

About Adobe at NAB

At NAB 2015, Adobe is showcasing advances that radically improve how broadcasters, filmmakers and video professionals create, collaborate, deliver and monetize content across multiple screens. Adobe will preview major updates to the video applications in Adobe Creative Cloud, including Adobe Premiere Pro CC, Adobe After Effects CC, and unveil major enhancements to Adobe Primetime, the industry's most advanced TV delivery and monetization platform, which will help broadcasters and pay TV providers scale video delivery across OTT and other devices. Adobe also announced important updates to Adobe Anywhere, the collaborative workflow platform that empowers users of Adobe Premiere Pro CC and Adobe Prelude CC to work together using centralized media and shared projects. In addition, Adobe is unveiling mobile technology in development called "Project Candy" that will reinvent the color workflow for editors and Adobe Character Animator, a new professional-quality animation tool that brings characters to life using a webcam, microphone and facial gestures. To learn more about Adobe Creative Cloud and Adobe video tools, go to www.adobe.com/go/video. More information about Adobe at NAB can be found here: <http://adobe.ly/1GPXwdB>, or see Adobe at NAB in Booth SL5110.