

CASE STUDY



PROJECT:

New World Symphony

LOCATION:

Miami Beach, FL USA

GOAL:

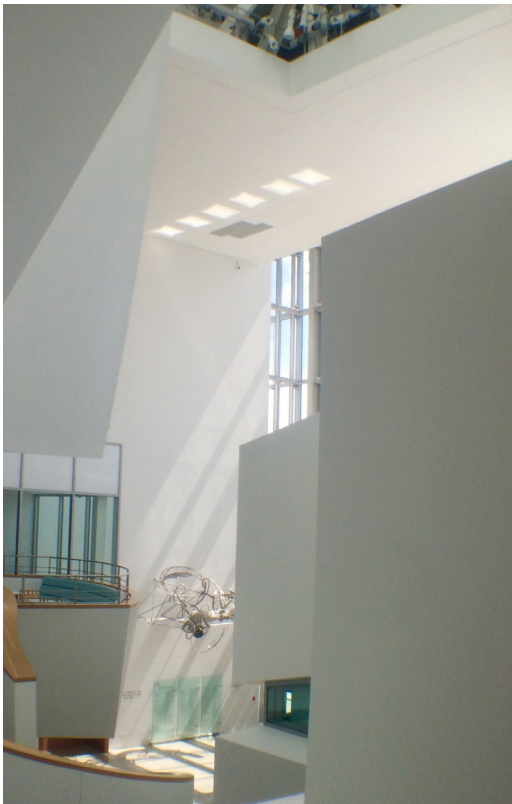
Centralized a digital asset management platform



NEW WORD SYMPHONY

by Luis Quintero,
Director of Information Technology at New World Symphony

Miami Beach, Florida — At the New World Symphony, we had a problem. We had years of content, thousands of video recordings and images of the academy, faculty and guest artists in action, but there was no way for us to access it for either educational or marketing purposes.



New World Center atrium features captivating architectural details



New World Center's Performance Hall



Highly configurable and multimedia enabled, the performance hall garners international attention for its technical capabilities and acoustic integrity.

ABOUT NEW WORLD SYMPHONY

Co-created by conductor Michael Tilson Thomas in 1988, NWS was founded as a post-graduate academy for the most promising young musicians, to prepare them for careers in classical music. It's a prestigious program, where our alumni go on to work for professional orchestras, ensembles and institutions throughout the world. For the 30 or so fellowship positions we have open every year, there are typically 1,200 or so applicants, making our 2.5% admission rate lower by comparison than most Ivy League schools.





SoundScape Park featuring a WALLCAST concert



Practice room for distance learning via the internet.



New World Center A/V and IT connections

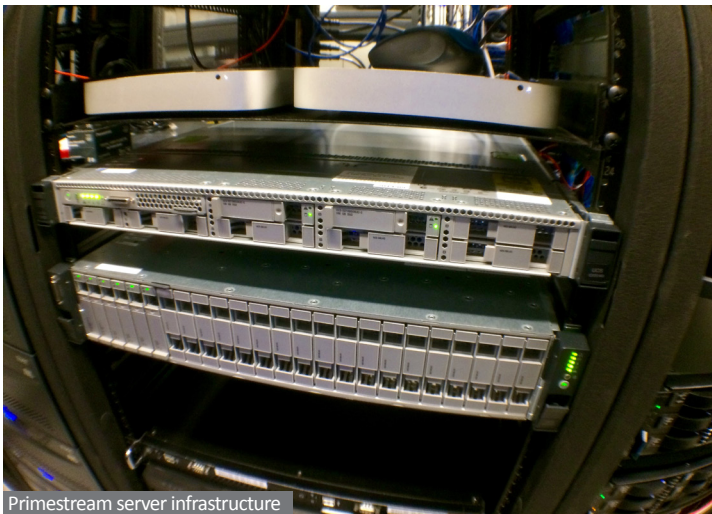
THE NEED AND THE PROBLEM

From the beginning, our Fellows have been working with leaders in the classical world, and these interactions are invaluable. We've taken countless pictures and recorded a lot of audio and video, but we had no way to put these assets to use because they were difficult to catalog and locate as needed. A video clip of a master class with a visiting faculty member can be a powerful teaching tool for years to come.

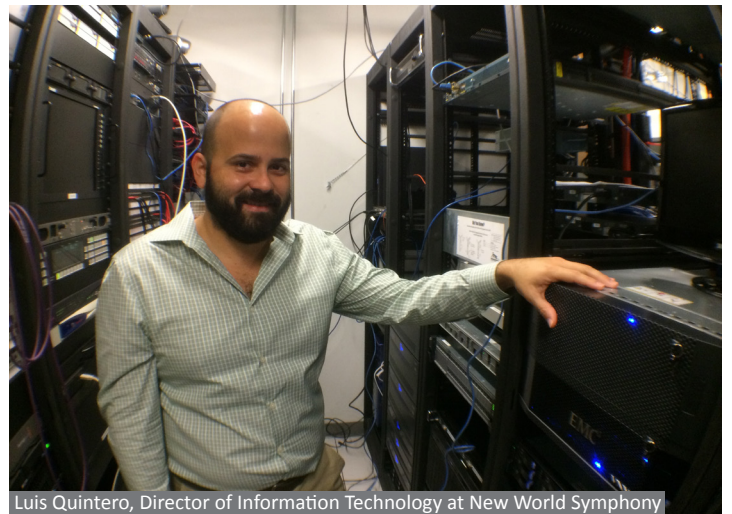
Another challenge I kept hearing from our marketing team was their need to put together multimedia presentations for fundraisers or to share with patrons and media outlets, showing how the New World Symphony has helped our Fellows get to their next steps in life.



Audio Production Room



Primestream server infrastructure



Luis Quintero, Director of Information Technology at New World Symphony

SILOS

We needed to be able to access content from all of these areas, including still images, PDFs, and audio and video recordings, to put together those kinds of stories. But each department was using different software and hardware, and had different cataloguing conventions; the whole process was very inefficient. In order for someone in marketing to be able to review video footage from a rehearsal, the video department would have to locate and play the clip in its entirety for the marketing team, interrupting their own workflow and tasks until they found clips marketing needed.



New World Center's Live Production Control Room



Michael Tilson Thomas – Artistic Director of the NWS



Editing Station



New World Center's Performance Hall



IDENTIFIED THE SOLUTION

In 2012 we decided it was time for a unified solution that handled all our formats in one location and made everything readily accessible to all our staff members. We did not know at the time, but we were talking about centralized Digital Asset Management platform.

We chose Primestream's FORK and Xchange suite platforms. With over a decade of legacy content of all kinds, we needed to digitize our physical materials to make it searchable and available for repurposing.

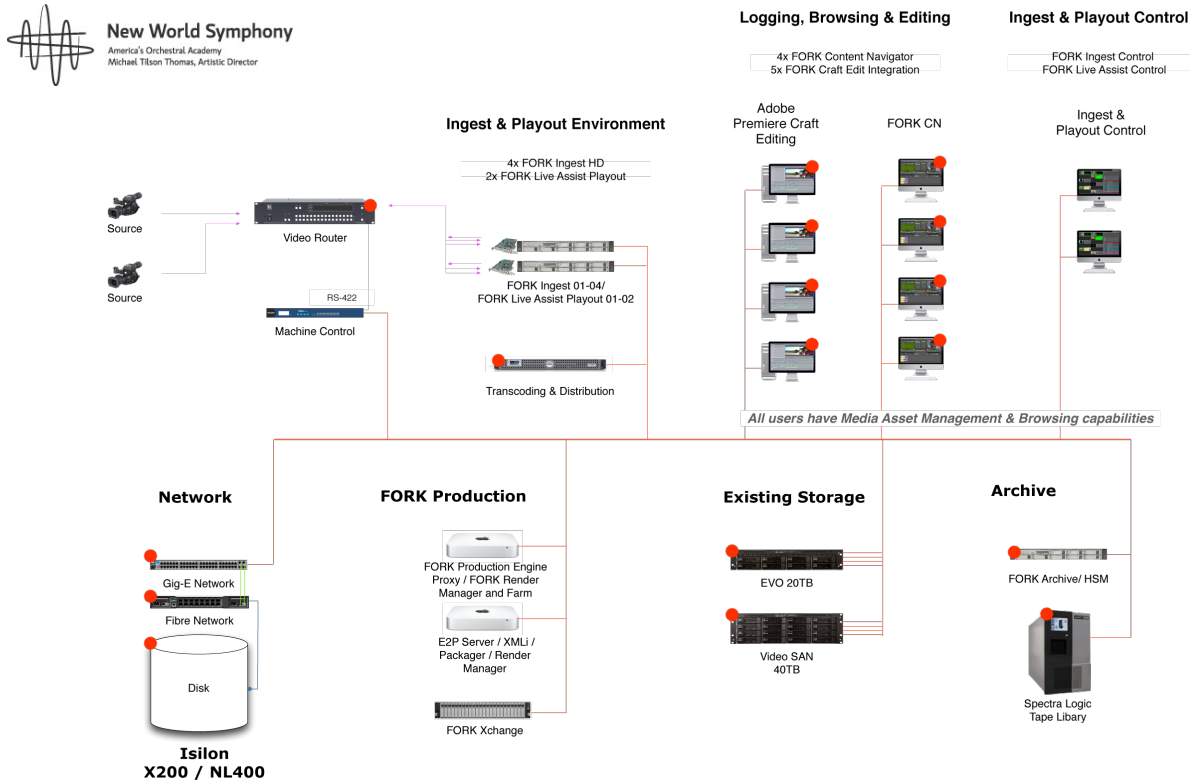
With FORK, we can ingest and playback live HD feeds, and the video editors utilize FORK integration with Adobe Premiere Pro to search and edit content. Xchange is the access point for PR/marketing/sales to view content, using the Xchange Web client to eliminate the need to bother the production team to make content available. This has streamlined things greatly, as well as providing a very user-friendly review and approval workflow. For distribution, we can now publish content to Vimeo using Xchange's native API integration with the social media platform.

Now, all original content will live in the digital asset management system, because we can collaborate with others, and it's an excellent way for us to see everything we have available.

Working with Primestream, I found that they didn't come into this looking for a customer to which they could sell a product and walk away. I liked that there was an interest in actually having a partnership and providing a solution. And they had all the DAM functionality we needed.

New World Symphony facility breakdown:

HD 4IN/2OUT FORK Production & Playout System with Craft Edit Integration, Media Asset Management & LTO-5 Archive Integration



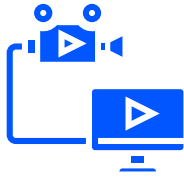
HARDWARE:

- 2 x Cisco UCS C220
- Dual Quad M3 3.3GHz E5
- Dual Power Supply
- 2x 500GB Sata
- 7.2K RPM - 2x8GB DDR3
- Windows Server 2008 R2 Standard
- HBA Fibre Card (PDS/RFU)
- 2 x Apple Mac Mini
- 1 x Cisco UCS C440
- 2 x AJA Kona3G

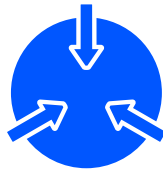
FORK SOFTWARE:

- 1x FORK Production Server Engine
- 1x FORK Production Proxy & Render
- 2x FORK Render Farm
- 1x FORK Edit2Playout
- 1x FORK Packager
- 4x FORK Content Navigator
- 5x FORK Craft Edit Integration (Adobe Premiere Pro CC)
- 4x FORK Ingest HD
- 2x FORK Live Assist
- 1x FORK Archive Manager
- 1x FORK Xchange Suite

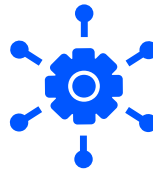
Solutions Highlights



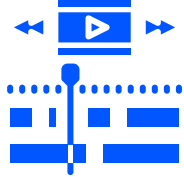
Capture web, camera, bonded cellular and broadcast sources in single or multiple self-contained file formats



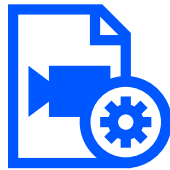
Ingest live sources such as HLS, MPEG Dash, RTSP, NDI® and SMPTE ST2110



Manage signal paths and automate the creation of real-time proxies through configured presets



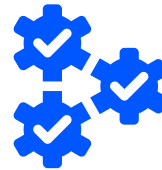
Preview live recordings in a web browser and edit while capturing streams in Adobe® Premiere Pro



Capture SDI over IP with supported hardware from AJA®



Support for 4K UHD with HDR



Transcode live feeds in real-time into codecs such as XDCAM®, AVC®, ProRes® and H.264

Primestream is a leading provider of asset management, automation software, and workflow orchestration solutions for media and production operations that are scalable and highly configurable across markets, platforms, and infrastructures to ensure long-term flexibility and value.

With a long history in media creation workflows, Primestream combines best-in-class technology with proven reliability to help optimize media creativity for enterprise, digital media, sports, and broadcast operations worldwide. Primestream products leverage deep expertise and insight into market trends and customer requirements to connect content creation, collaboration, asset management, production, and delivery together in an optimal workflow.

The Primestream software suite has been field-proven in a wide range of production facilities for many of the world's leading broadcasters and corporations, such as Vice Media Group, Microsoft Production Studios, Cisco TV, NFL Networks, NFL Films, StreamTeam, AT&T Sports, SunTV, Disney, New World Symphony, Verizon Media Group, Fortune Magazine, Time USA, Business Insider, USC Annenberg School for Communication and Journalism, MTG Sweden, Goldman Sachs, and many more.

Learn more:
Contact us today to schedule a demo!
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