

True Experience Remoting for Media & Entertainment

Workflow and the collaboration challenge

Efficient collaboration is vital in the entertainment industry. Studios and post production companies need to work efficiently together and tap into talented artists, animators, editors, and writers, regardless of their geographic location.

At the same time, tight deadlines and the challenges of digital content creation demand an improved workflow. And working collaboratively with the vast data files associated with today's HD productions presents its own challenge: storing and managing content in multiple remote locations is not only time and cost prohibitive, it's a big security concern.

An improved workflow design has to:

- enable efficient remote collaboration
- ensure the security of digital assets, and
- provide creative project teams with full, rich, responsive digital environments wherever they happen to be.

Using PCoIP® technology

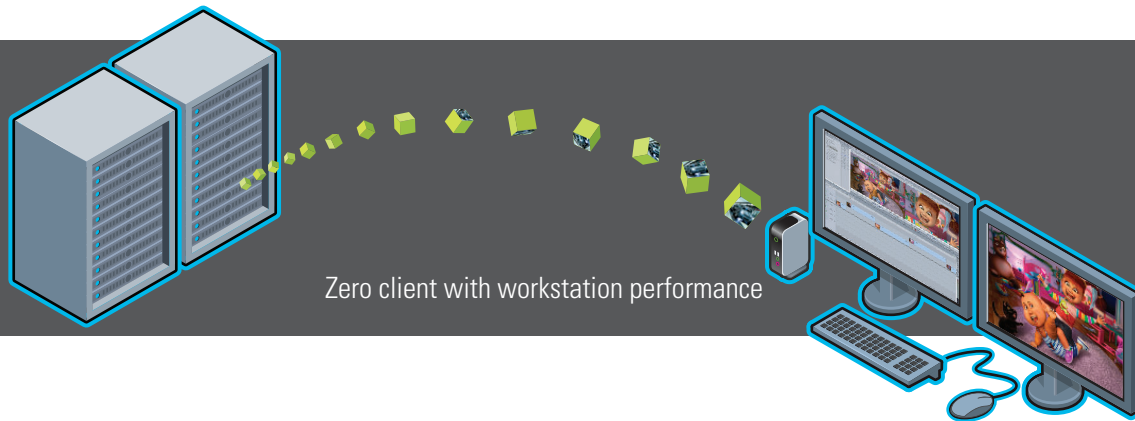
PC-over-IP® technology is a revolutionary display, encryption and remoting protocol. It presents a true experience to the user, without the need for local computing resources or local storage. It does this by securely transmitting just the pixels – not the data – to the end user. Because it's so efficient, PCoIP technology enables creatives to view and manipulate 3D content located half a world away as though it is on a local workstation.

Using PCoIP technology, producers and executives can view dailies in high definition wherever they are. Animators and special effects artists can work in remote studios or from home without security concerns – or the need for duplicate workstations. Editors can work directly on digital files and share their work instantly with the rest of the team.

PCoIP technology preserves production values because it operates at the pixel level, ensuring 100 percent color matching and full HD, lossless image resolution.

Using PCoIP technology, studios can centralize IT resources, minimize local storage, remove workstation-generated heat and noise from the creative environment, and reduce service and support needs. Best of all, consolidating file servers, render farms, and storage arrays means ultimate control over digital assets. Data never leaves the data center.

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How PCoIP® works

PCoIP technology enables media workstations to be securely accessed by remote users, providing a full, rich experience and interaction with all applications and data. PCoIP technology uses advanced compression algorithms and networking technology to deliver exceptional remote user experiences over high-latency LANs and WANs.

The PCoIP solution is available as a PCI-Express card that simply plugs into a standard workstation. Or it can be integrated directly into a rackmount or blade workstation. The pixel stream output generated by the generated by the graphics card is connected to the PCoIP processor, which then compresses and encrypts the graphics, and encrypts the USB and audio streams.

The encrypted pixel information is transmitted over a WAN or LAN to the remote client device—a true zero client portal—where it is re-created in its full fidelity. The portal provides 100 percent color matching, full HD resolution, and dual monitor support.

PCoIP technology is operating system independent and does not require added software drivers on the host workstation or on the desktop portal. Compatibility with any application including support for full 3D, OpenGL® and DirectX® is assured.

PCoIP Benefits

- **Easy implementation** – set up your host environment with simple and straightforward host add-in cards, blade, and rack workstation solutions
- **Data protection** – keep your sensitive data safe. Only compressed, encrypted pixels travel to the desktop where, without local storage, no data resides. Selective USB lockout ensures no data leaves the premises
- **Instant mouse and keyboard response** – local keyboard and mouse pointer support provides instant responsiveness over low-bandwidth, high-latency WAN networks
- **Full USB support** – all USB devices including web camera, 3D mouse operate with no desktop drivers required
- **Controlled access** – provide full remote access to applications and content without compromising security. Allow access to any peripheral or only approved peripherals with full USB authentication
- **Smooth, high-quality HD experience** – enjoy full HD resolution and frame rates without image lag, even over a WAN. PCoIP technology provides lossless image quality up to 1920x1200 and multi-monitor support
- **Lower TCO** – no need to maintain local storage or expensive, remote file servers