SIENNA AND EMC ISILON BROADCAST SOLUTIONS
Cutting-edge systems for news production, sports, live event, and multi-camera television

A REVOLUTION IN MEDIA PRODUCTION
News and sports media integration, MAM, and workflow automation
The Sienna Digital Media Infrastructure provides a powerful, modular workflow for mid- and high-end broadcast news and sports operations. Featuring class-leading integration with EMC® Isilon®, ENPS, Adobe, and Apple, Sienna delivers complete functionality from ingest through asset management, edit integration, to play-out, multiplatform delivery, and archive control.

A FRESH APPROACH FOR NEWS
Sienna was designed from the ground up for a new generation of news and sports workflows. Leveraging today’s changes in technology, media platforms, and distribution, Sienna is perfectly aligned with forward-thinking broadcasters who are ready to break from closed, proprietary media servers and infrastructure.

INTEGRATION WITH ISILON
A fundamental break with tradition is Sienna’s "Single Media Workflow," where the same file can be accessed simultaneously for ingest, editorial, and even play-out—all in place, all at the same time, without copying any media. To deliver the promise of a Single Media Workflow, a very special storage infrastructure is required, and Isilon has proven to have the technology to deliver on that. Ambitious Sienna workflows require storage quality of service to isolate the load of media ingest, editorial, and play-out, while retaining a single volume and sharing the same files between these three basic media zones. Isilon SmartConnect™ allows the cluster to be shared between these functions without fluctuating editorial load affecting ingest or play-out.

SIMPLE SETUP
A typical Sienna/Isilon infrastructure will consist of an Isilon cluster, with SmartConnect zones across the various nodes, creating dedicated bandwidth zones for ingest, editorial, and play-out. When editors are placing heavy demands on the storage working with intensive, multi-layered edits, the edit zone can saturate without affecting the bandwidth available to the critical, real-time clients such as ingest and play-out. Sienna server modules run on Mac OS X, while OS X and Windows clients are supported for edit and media asset management client operations.
**END-TO-END SOLUTION**

Sienna carries the image and the story from ingest, all the way through to live play-out to air.

Media Object Server (MOS) protocol integration enables support for newsroom systems like ENPS, creating a powerful, seamless workflow for news and sports. The Sienna single media workflow leverages the power and performance of Isilon to streamline the media pipeline, yielding incredible productivity and shortening time-to-air for breaking news stories.

- Web-based media asset manager uses Isilon cluster for scalable load management
- Ingest and play-out automation uses IP-based control architecture
- Sienna archive control can move media between Isilon X-Series and NL nodes

Sienna and Isilon infrastructure