



# Sun Digital Asset Management Reference Architecture

Version 2.0



# The promise of digital television/media fulfilled.

It's up to you.

You've designed your media center to support digital broadcast, deliver more channels in multiple formats. But you're still using tape-based technologies. Your constituents are demanding faster, cheaper, and more secure access to the company's critical media assets. Time to air is compressed. Critical decisions need to be made in realtime. The stakes are getting higher and there's no room for error.

*"Our collaboration with Sun, OpenText/Artesia, and the other iForce<sup>SM</sup> Partners in the development of the Sun Digital Asset Management Reference Architecture, Version 2.0 has extended the broadcast and rich media industry's knowledge of how to deploy an enterprise class digital asset management environment that's open, extensible, and adaptable to the needs of the future. The Reference Architecture is at the center of how we will roll out additional channels and services in our new state-of-the-art WGBH production and broadcast facilities in 2006."*

*– David Liroff, VP and CTO,*

*WGBH Educational Foundation*

**How are you going to transition to a fully integrated Digital Asset Management System**— a tapeless archive, a resolution-independent ingest and playout system supporting SD, HD, VOD, IPTV and the web, both broadband and mobile—with instantaneous access to all the creative and engineering departments in your organization?

**How are you going to speed up and streamline the workflow**, optimizing your talent and human resources in a cost-conscious environment where capital expenditures and operational budgets are scrutinized by managers who demand strong financial results?

**How are you going to adapt to a future proof architecture** where you are able to take advantage of Moore's Law instead of having to replace outdated technology with more outdated technology?

**How are you going to deploy new technologies** while keeping your operation running flawlessly?

Sun™ has spent a great deal of time listening to leaders in the broadcast and rich media industries describe the problems and issues they were confronting in the transition to digital media technologies.

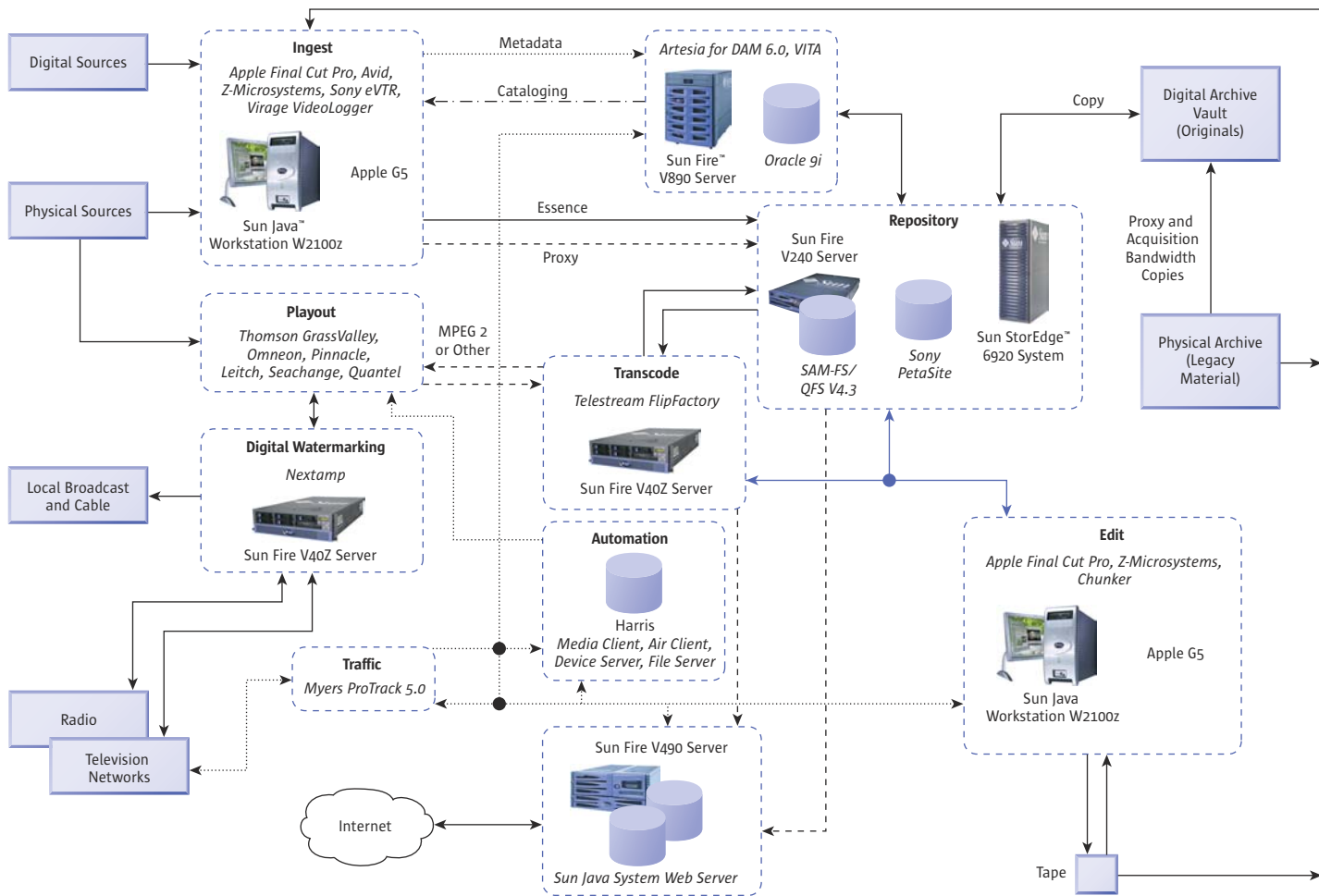
Several critical facts emerged:

- Broadcast and rich media production and distribution companies have large investments in media technologies that work today.
- Workflows for each media organization are unique. There are similarities, but each environment has adapted to its own particular form of creation, management, and distribution.
- Management is looking to reduce risk, cost, and time to completion, while demanding enough flexibility to address new markets like video streaming, VOD, and IPTV.
- The migration from tape-based systems to disk-based systems are complicated and expensive. They require new skill sets by operations and engineering.
- Accountability is everything. Management needs to see a proven return on any investment in new technology.

- Organizations that want to change need help. They need to rely on trusted advisers who deliver expertise and tangible risk reduction, without locking in any single proprietary solution.

**Developing a Comprehensive Solution**

Sun assembled a critical group of leading media technology partners to work on the solution. We committed ourselves to the development of a “Reference Architecture” that we could share with anybody who was contemplating how to transition to an open, standards-based digital asset management system. We partnered with the leading public broadcasting producer in the US, WGBH-Boston. And we created a media technology laboratory at WGBH to evaluate, test, integrate, benchmark, and document all of the components needed to deliver end-to-end digital asset management for video, audio, and rich media. Then we published a comprehensive document that could be shared with customers interested in developing their own digital asset management systems and infrastructure.



## What's a Reference Architecture?

At Sun, we believe in helping customers reduce risk. Reference Architectures are a set of blueprints that characterize all the elements of a replicable system for a particular application. The Digital Asset Management Reference Architecture can be used to speed planning and deployment of integrated digital asset management systems. It is based on an end-to-end integration of components that have already been fully assembled, tested, and deployed in broadcast and rich media companies around the world. Reference Architectures enable customers to leverage the work of Sun's own engineering teams along with the contributions from partners and co-developers.

DAM-RA Version 2.0 builds on the success of Version 1.0 by adding more features, more functionality, more tested and integrated components, and more Java™-based integration tools to deliver digital assets faster, cheaper, and more securely across the media enterprise.

New features include:

- Ingest Solutions from Z-Microsystems, Cheshire Engineering, and Sky Micro
- Media Storage Solutions from Sony and Front Porch Digital
- Expanded Media File support from Telestream
- Contract and Rights Management from RightsLine
- Expanded Video Server Playout support for TGVG, Pinnacle, Omneon, Leitch, Quantel, and Seachange
- Digital Watermarking and Monitoring from Nextamp

## Sun's Authorized iForce Solution Center for Digital Asset Management at WGBH

Sun and WGBH have created a customer visit center and proof of concept lab at the WGBH facilities in Boston. Customers, partners, and interested parties can see complete demonstrations of working end-to-end digital asset management, as well as test and/or benchmark their own applications or media technology components. The iForce Center demonstrates a critical real-world platform today, and enables the community of vendors and partners to evaluate and develop new components and features, extending and expanding the functionality of the DAM-RA.

OpenText/Artesia is our key digital asset management application partner. From the beginning, OpenText/Artesia and Sun have collaborated on the Digital Asset Management Reference Architecture, sharing development and engineering resources to bring new digital asset management functionality to the marketplace in a robustly supported methodology. New features and functionality continue to be added to Artesia's TEAMS applications, generated from development that emanates from the Sun iForce Center at WGBH. The benefits of this close working relationship directly benefit our customers.

For more information about the Authorized iForce Solution Center for Digital Asset Management, go to [sun.com/iforce](http://sun.com/iforce) or [daminfo.wgbh.org/iforce.html](http://daminfo.wgbh.org/iforce.html). To engage the Authorized iForce Solution Center for Digital Asset Management, please complete the customer engagement form at [sun.com/iforce/wgbh](http://sun.com/iforce/wgbh). Additional information about Sun's Reference Architecture and CRS programs is available at [sun.com/products/architectures-platforms](http://sun.com/products/architectures-platforms). For more information about OpenText/Artesia, go to [www.artesia.com](http://www.artesia.com).

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