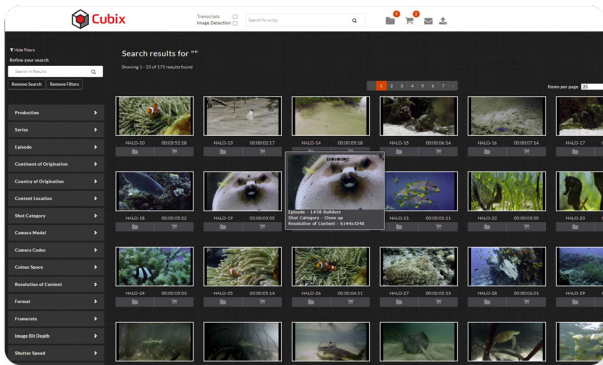




An introduction to Cubix

Cubix is an end to end, multi-tenanted asset management, automation, and orchestration platform, designed to be modular, scalable and agile. It includes close integration with best of breed on-premise infrastructure as well as cloud services for storage, transcoding, content discovery and more. Combined with task-focused Portals for user access, and its modular architecture, the Cubix platform is a powerful solution for any media environment.



Cubix can be deployed fully on site, fully in public cloud or a hybrid mixture of both environments, allowing clients to leverage both local and cloud-based resources taking best advantage of both cost and speed. If your business model is to outsource, we offer Cubix Halo with all the benefits of the full platform, but as a subscription-based SaaS.

Cubix can be quickly scaled up and down as projects or clients require. The modular nature of the Cubix platform allows for new device types to be added without impacting the existing system. Cubix is already deployed in environments for distribution, post-production, playout, bulk ingest, dailies, DCP management, clip sales, and archive.

Cubix is fully Active Directory aware and designed to be multi-tenanted throughout, including the support for complete white labelling of the web portals which are shipped as standard in Cubix. This allows for staff or clients to sign in using their existing login credentials, and have both access controls and rights applied based on their Active Directory profile and groups.

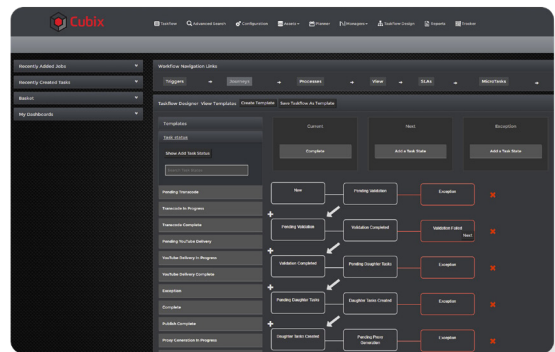
The Cubix orchestration engine allows workflows to be configured that are either entirely manual, fully automated (lights out), or a mixture of the two. These workflows can then be easily configured and adapted over time to match changing needs via the Taskflow Designer. This allows the system to grow and adapt dynamically with the client as needs change or new technologies are introduced, as well as provide high levels of transparency to allow bottlenecks and issues to be identified quickly and easily.

Cubix by design is file and codec agnostic, understanding everything from simple image formats, audio and video formats (including RAW) through to complex reference files (OPAtom, DCP, DPX, and image sequences) along with ancillary files such as subtitles, PDFs, ISOs, etc.

The metadata schema within the Cubix asset management system is also completely configurable on a per client, per workflow, per studio basis. Designed around a hierarchy model it allows for features such as metadata inheritance. This not only improves the ability to browse and view content libraries but also allows for further metadata to be added and used for research and content monetisation. The seamless nature of the platform makes the design and operation of workflows for content acquisition, editing, fulfilment, and delivery, as efficient and streamlined as possible.

Taskflow Engine

The Taskflow engine within Cubix is part of the orchestration layer, and allows users to create custom 'journeys' or workflows for almost any requirement. Taskflows can be triggered by a wide range of sources, ranging from manual triggers and simple file import through to EPG feeds, TX schedules or even tapes in a Flexicart. The workflow then processes the content and metadata as defined by you, with the ability to manage and control every element of the Cubix automation and asset management layers.



Due to the high levels of flexibility within Cubix, almost every element of the Taskflow engine can be configured to suit very exact needs. This includes everything ranging from basic items like task status names and saved searches, right through to SLA alerts, escalation, transcode intelligence and more.

The Taskflow's can also be configured on a per client, per workflow basis to carry any required metadata through the whole content process flow, allowing Cubix to be used for a very wide range of applications. Any internal or external resources involved in the media process operation can securely login and view all the different elements of the workflow at any stage via configurable saved searches, a simple search using any property of the job e.g. barcode, clip name, house ID and so on. Depending on the state of the task, the UI within the Cubix Technical Portal, only shows the required interface elements needed to complete the step. This prevents confusion, mistakes and keeps training down to a minimum.

For more information, or to arrange a demonstration, please contact Ortana Media Group at hello@ortana.tv