

Enabling Flexible and Scalable Media Production Workflows with Grass Valley AMPP and Wasabi

What is Grass Valley's Agile Media Processing Platform AMPP?

Grass Valley AMPP is a SaaS platform designed to enable efficient and flexible media production workflows for live content creation, management, and distribution. The technology is designed to provide broadcasters, content creators, and media companies with a powerful, scalable, and secure platform to create and deliver more content to more channels.

AMPP connects hardware, software, and cloud-native services within a unified user experience. From ingest to conversion to edit to playout to archive, AMPP allows users to choose the specific applications for a workflow and spin them up and down as needed.

With AMPP, media producers can deploy the best team and technology with custom workflows to suit each project. AMPP scales to any size with reliable and secure access for team members wherever they are.

Why Grass Valley and Wasabi Are Better Together?

Grass Valley AMPP and Wasabi provide the most comprehensive and cost-effective media workflow management storage solution. Wasabi serves as a hot cloud storage target within the AMPP ecosystem offering limitless cloud storage without any ingress or egress fees. Content files can move between Wasabi storage and AMPP applications without incurring any transfer fees to minimize expense and keep projects on budget.

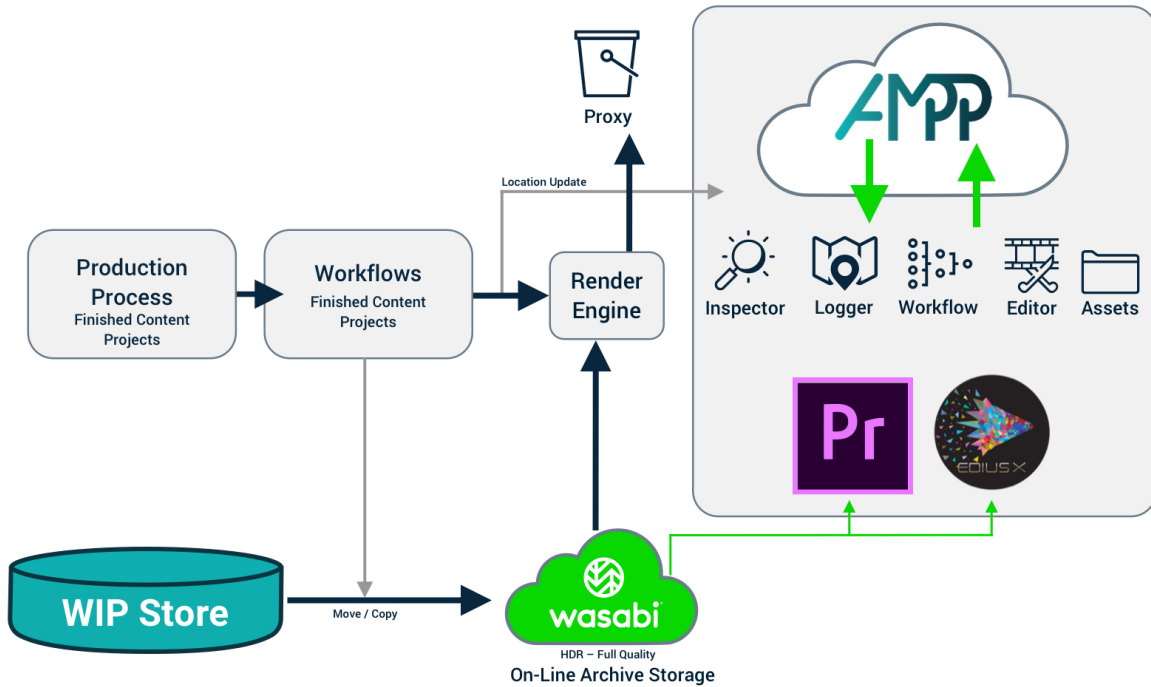
By utilizing Wasabi with AMPP, users gain a highly secure and fast performing storage environment with predictable pricing. Wasabi hot cloud storage can serve as an active location for editing, conversion and streaming, as well as a long-term content archive. The combined solution enables broadcasters, news agencies and sports producers to create and deliver more content to more channels at the lowest possible cost.

KEY FEATURES

- Unified cloud platform for media production and distribution
- Cost effective, secure cloud storage serves the entire production chain – from ingest to playout
- Customizable, scalable platform only charging for what is used
- Media workflow automation capabilities

BENEFITS

- Cost effective, single solution for all media workflow needs
- Content moves freely between cloud storage and AMPP applications without incurring transfer fees
- Flexible solution to create and deliver more content at the lowest cost



Wasabi Hot Cloud Storage Delivers Breakthrough Economics and Performance

Wasabi is the hot cloud storage company delivering low-cost, fast, and reliable cloud storage on-demand. Wasabi hot cloud storage is designed with eleven nines (99.999999999%) of object durability and data immutability that guarantees stored objects cannot be deleted or modified by anyone. Not only is Wasabi 80% less expensive to store data than traditional cloud providers, but there are also no fees for egress or API requests. Wasabi keeps all data “hot” so it can be accessed in milliseconds to power today’s advanced media workloads.

About Grass Valley

Grass Valley is the leading technology provider for the live media and entertainment market. 90% of the world’s major media brands use Grass Valley to power their media centers, mobile production units, 24-hour newsrooms, and sports streaming platforms. As the number one trusted partner in media technology, Grass Valley enables content owners and service providers to create and deliver compelling live experiences in the most efficient way.

ABOUT WASABI

Wasabi provides simple, predictable and affordable hot cloud storage for businesses all over the world. It enables organizations to store and instantly access an unlimited amount of data at 1/5th the price of the competition with no complex tiers or unpredictable egress fees. Trusted by tens of thousands of customers worldwide, Wasabi has been recognized as one of technology’s fastest-growing and most visionary companies. Created by Carbonite co-founders and cloud storage pioneers David Friend and Jeff Flowers, Wasabi is a privately held company based in Boston.

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