



SIGNIANT[®]



Signiant| live file contribution technologies

2022 ABU 59th ABU general Assembly



SIGNIANT[®]



Jens Fischer

Territory Sales Manager

jfischer@signiant.com



Most know us as the

Move Large Files Fast people



Agenda:

- **Who is Signiant**
- **File transfer principles**
- **Smart OB Workflows**
- **Growing Files workflows**



Speed, Reliability & Security

1,000,000

+

Global Users



50,000+

Businesses Connected



200+

Countries & Territories

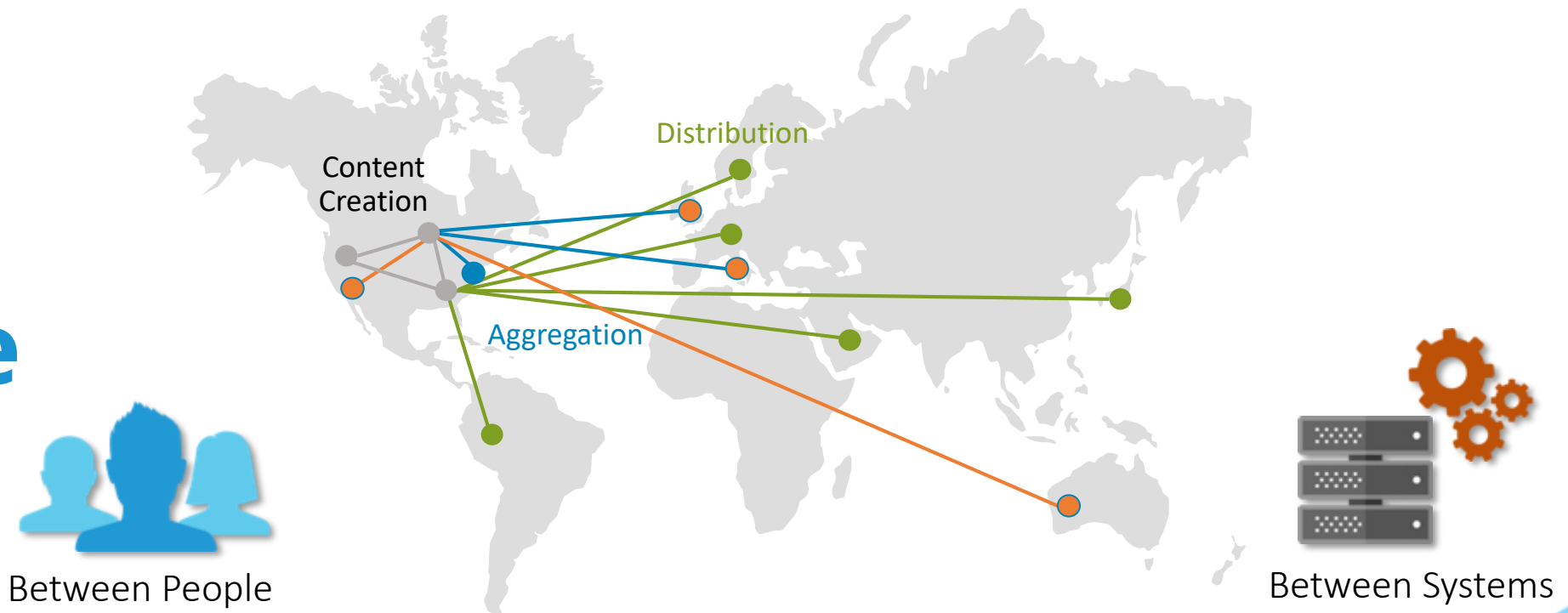
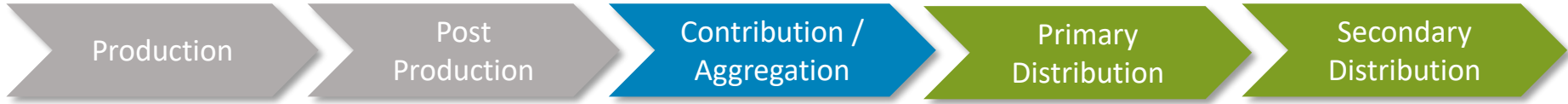


50+

PBs moved every month



Mission-critical enterprise software

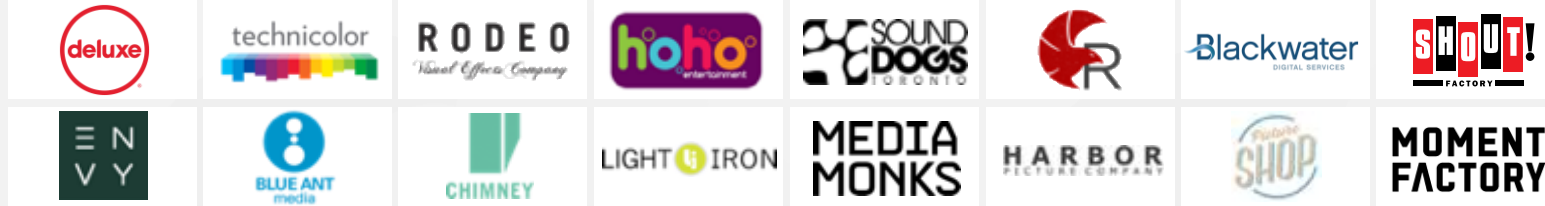


M&E Enterprise Customers

Broadcast & Cable						
						
						
						
Studios / Production						
						
Station Groups						

The Wider World of M&E

Post Production



Services



Sports



Advertising



Gaming



Online

Planes, Trains, Hotels



Churches & Adult

Enabling technology for file-based workflows

Speed



Security



Integration & Workflow



Control & Visibility

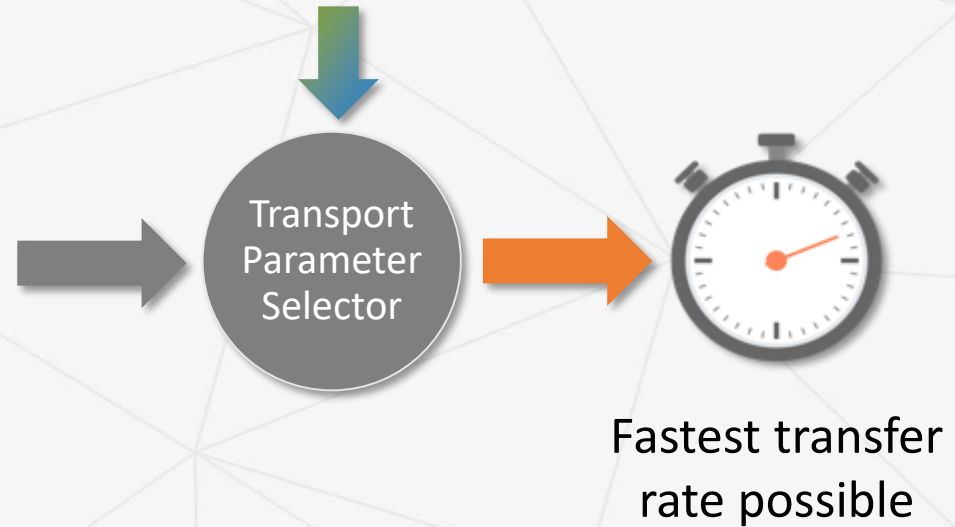
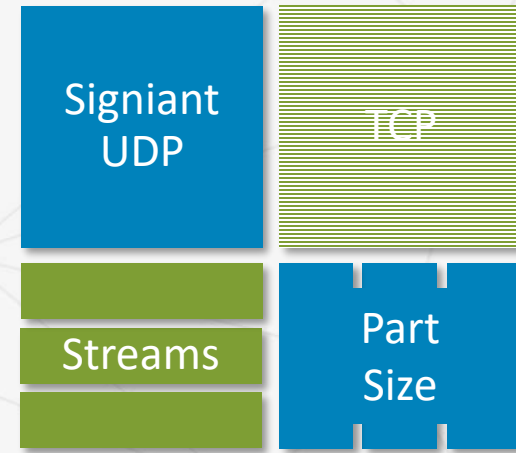
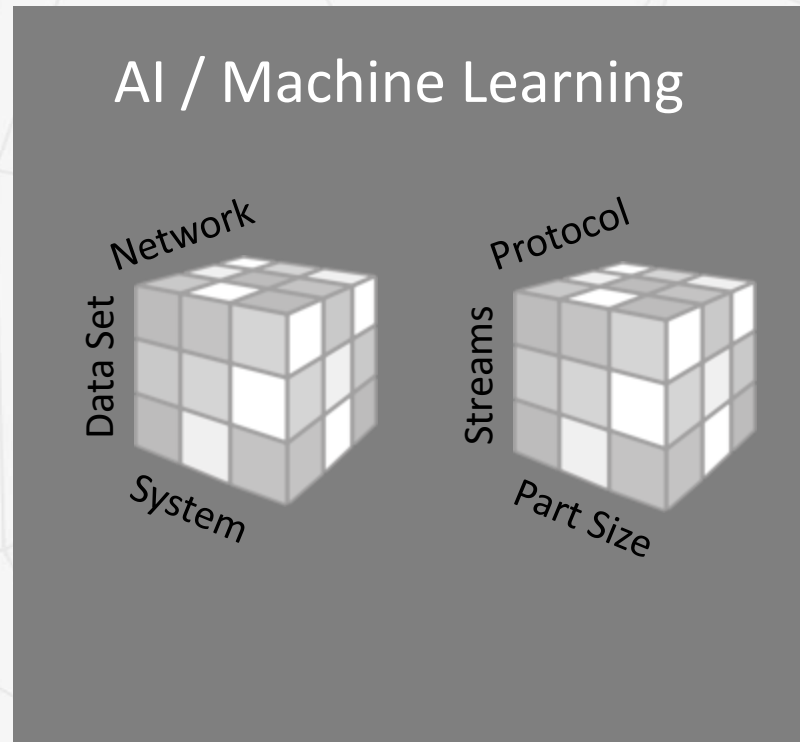


INTELLECTUAL PROPERTY

U.S. Patent No.	Issue / Filing Date	Title	Protects
Application No. 16/278,032	Filing Date Feb 15, 2020	Cloud-Based Authority to Enhance Point-to-Point Data Transfer with Machine Learning	Signiant Intelligent Transport
10,264,078 9,614,917	May 1, 2020 Apr 4, 2017	System & Method of Providing Secure Data Transfer	"Flight Gateway" architecture
9,830,330 9,596,216 8,930,475	Nov 28, 2017 Mar 14, 2017 Jan 8, 2015	Systems and Methods for Secure Cloud-based Media File Sharing	"Media Shuttle" cloud SaaS
9,692,799			based on
9,032,081			load
8,667,145 7,526,557		Transferring Data in High Latency Firewalled Networks	Signiant transport firewall traversal
7,343,301	Mar 11, 2008	Method and Apparatus for Notification of Data Transfer	Central management data aggregation
7,152,108	Dec 19, 2006	Data Transfer System and Method with Secure Mapping of Local System Access Rights to Global Identities	Cross platform security model

Cloud-Based Authority To Enhance Point-To-Point Data Transfer With Machine Learning.
 Application No.: 10,735,516
 August 04, 2020

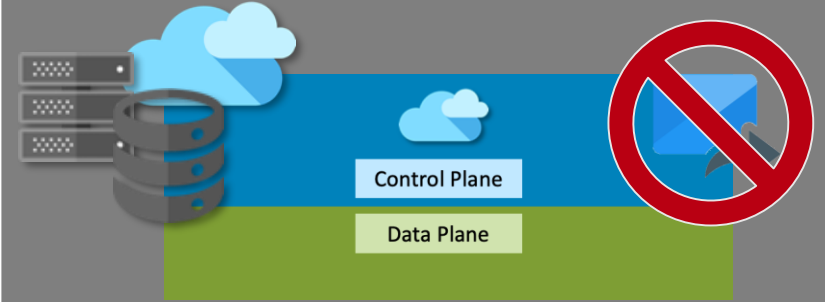
NEW INTELLIGENT TRANSPORT



SECURITY IN DEPTH



Strong Encryption by default



Defense in depth
Security Strategy



Independent Security
Evaluation

But We're More Than
Fast File Transfers
Now!

The Signiant Platform

An expanding set of **applications** and **services** that make working with media **more efficient**



Fast File Transfer Foundation

**Already a customer?
You're on the platform.**

**Not a customer yet?
Sign up for one of our
fast file transfer products.**

File Transfer Applications



New Platform Service



New Platform Service

Media Engine

A modern media management service built into the Signiant Platform.

Easily do a federated search across all your storage - on premises and in the cloud – and quickly preview & interact with media assets.

FIND

Search Easily and Intuitively
Find Any File Type

PREVIEW

View Any Media Format
Leverage Cloud AI/ML *

TAKE ACTION

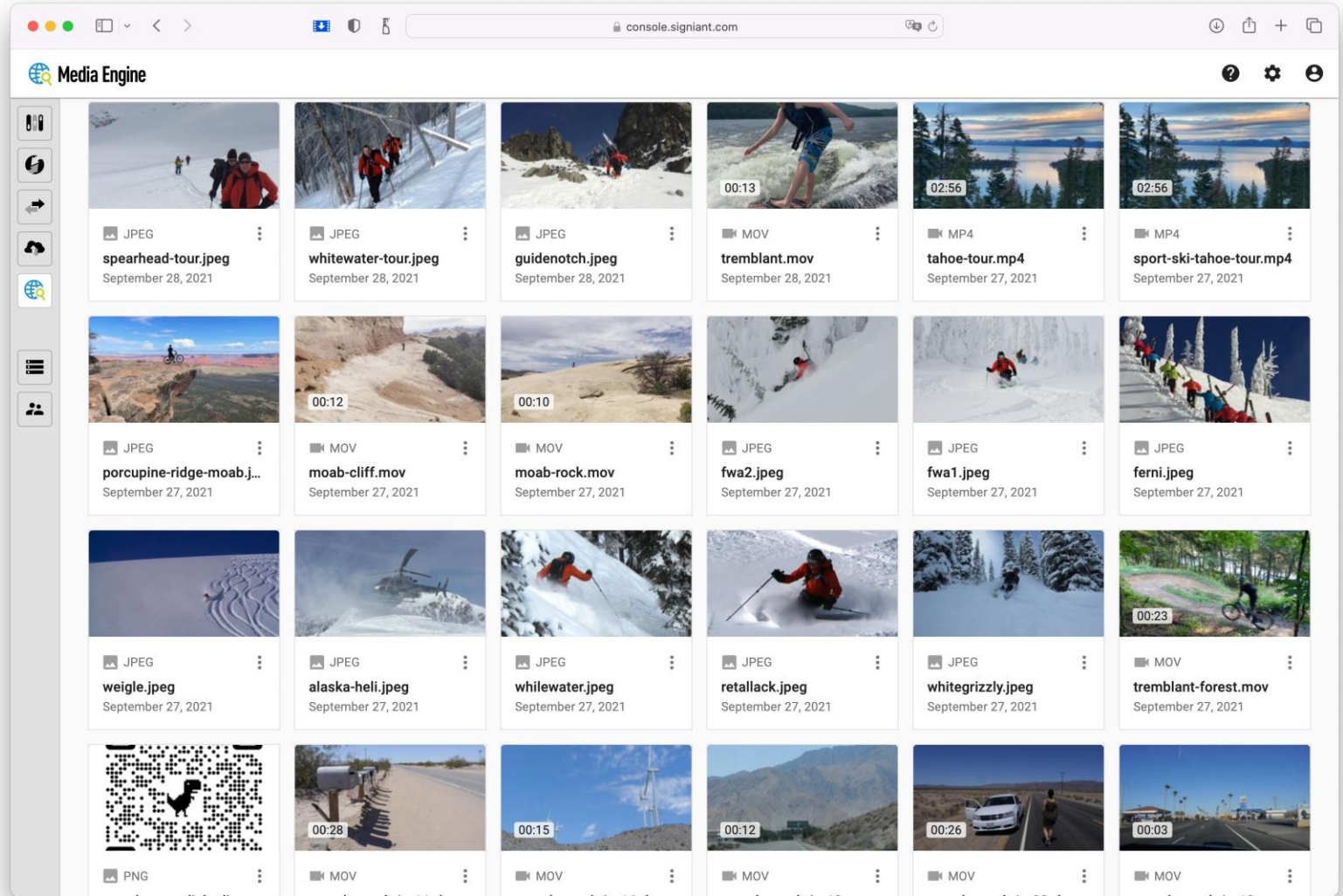
Move Large Files Fast
Mark In & Out Points *

**coming soon*

New Platform Service



Media Engine



New Platform Service



Media Engine

The screenshot shows the Media Engine web interface in a browser window. The main area displays a grid of media assets with their respective thumbnails, file names, formats, and upload dates. A sidebar on the left contains navigation icons. On the right, a detailed view of a selected video file is shown, including its metadata.

Thumbnail	File Name	Format	Upload Date
	AVC_Intra_1080p.mxf	MXF	January 28, 2022
	end-user.gif	GIF	December 15, 2021
	Jet_Banner_Ad_300X250.psd	PSD	September 29, 2021
	Sample.png	PNG	September 29, 2021
	sport-ski-tahoe-tour.mp4	MP4	September 27, 2021
	qrcode_www.linkedin.com.png	PNG	September 22, 2021
	Celera 500L production illustr...	PNG	August 28, 2020
	Celera-500L-3-4 belly.jpg	JPG	August 28, 2020
	Celera 500L Image 8075.jpg	JPG	August 28, 2020

XDCAM_HD_422-movie-slate.mov
Quicktime movie – 59.3 MB

Portal name: Share California
Path: /NAB Content/FAQS/Which Video Formats Are Supported/XDCAM_HD_422-movie-slate.mov
Modified: September 10, 2018 at 17:46
Duration: 00:09
Width: 1920
Height: 1080
Video codec: MPEG-2
Audio codec: PCM S 24 LE
Frame rate: 25 fps
Scan type: Progressive

Think smart!

Smart OB Workflows

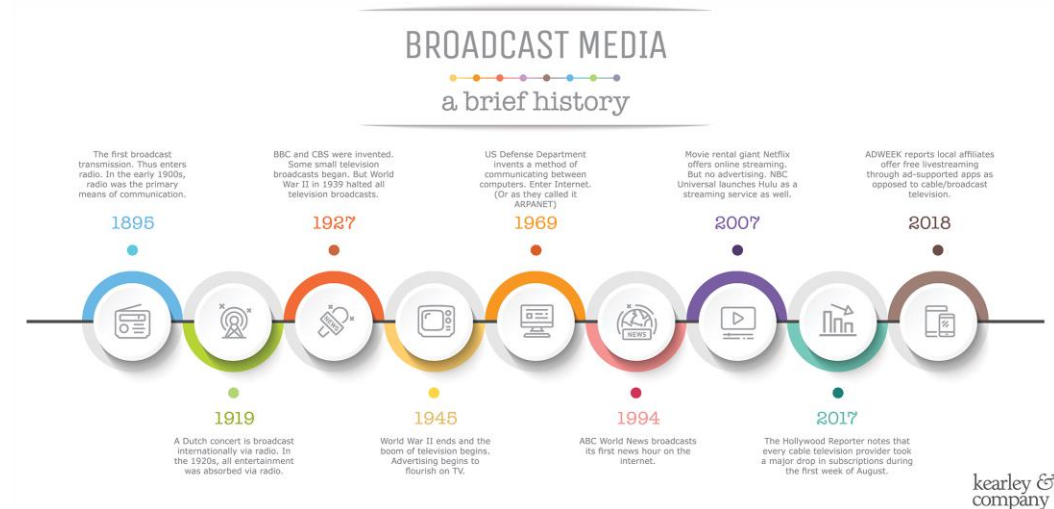


Smart OB Workflows

THE INDUSTRY CHANGES!

MORE IN LESS

- ▶ Reduction of OB parking time & production costs
- ▶ Everybody asking for more and better to use Content (MRLs, Leagues, Federations, Clubs, ...)
- ▶ Analytics SW (e.g.: Telestration)
- ▶ Archiving (PGM-Clean, C1, Tactical Camera, int. MRL-Dirty-Content)
- ▶ VAR-Content for Trainers and Referees
- ▶ More data volume due to new production standards (e.g.: UHD)
- ▶ Automated content production is rising
- ▶ Metadata is the Key for advanced live workflows (e.g.: TC)
- ▶ Increasing Media Right costs



Smart OB Workflows

THE PROBLEM IS CALLED LINEAR!

We share ...

- ▶ ... to late.
- ▶ ... to slow.
- ▶ ... "stupid content" as we lose important data!
- ▶ It blocks the whole Truck and Crew
- ▶ It doesn't support modern remote workflows
- ▶ It requires add. hardware on receiver site (Downlink, Ingest-Server, ...)
- ▶ Linear stream back to file costs man-power



Smart OB Workflows

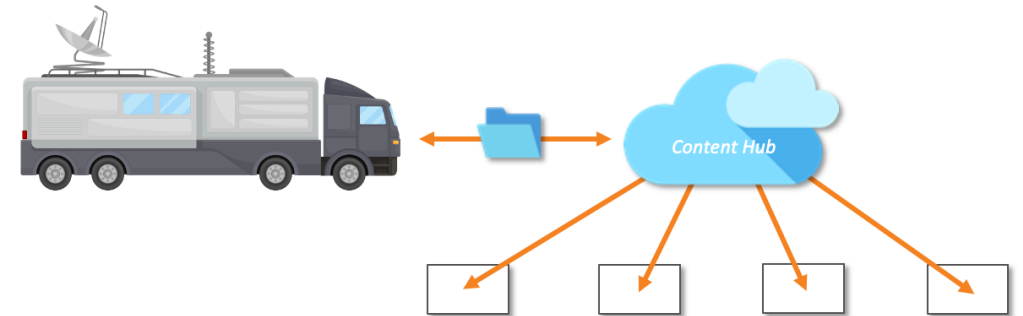
OUR LEARNINGS:

- ▶ Universal solution is required (high-end and low-end prod. Standards)
- ▶ No dedicated Hardware
- ▶ No additional setup-time, no expertise needed
- ▶ No dedicated lines anymore -> must work with any IP connection
- ▶ Content must be transported during the match
- ▶ No high-speed bandwidth needed
- ▶ Keep technical and add game related metadata (e.g.: auto-naming)
- ▶ Multiple receivers / MRLs

"Send back Home"



"Share with all"

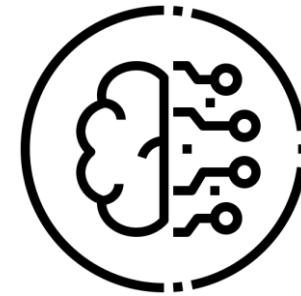
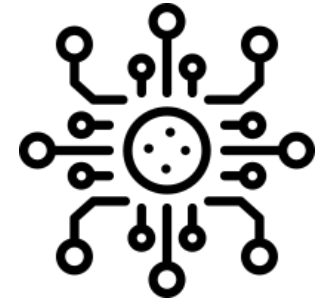


National and international MRLs,
Clubs, Leagues, Referees/Judges and Archive

Smart OB Workflows

BENEFITS:

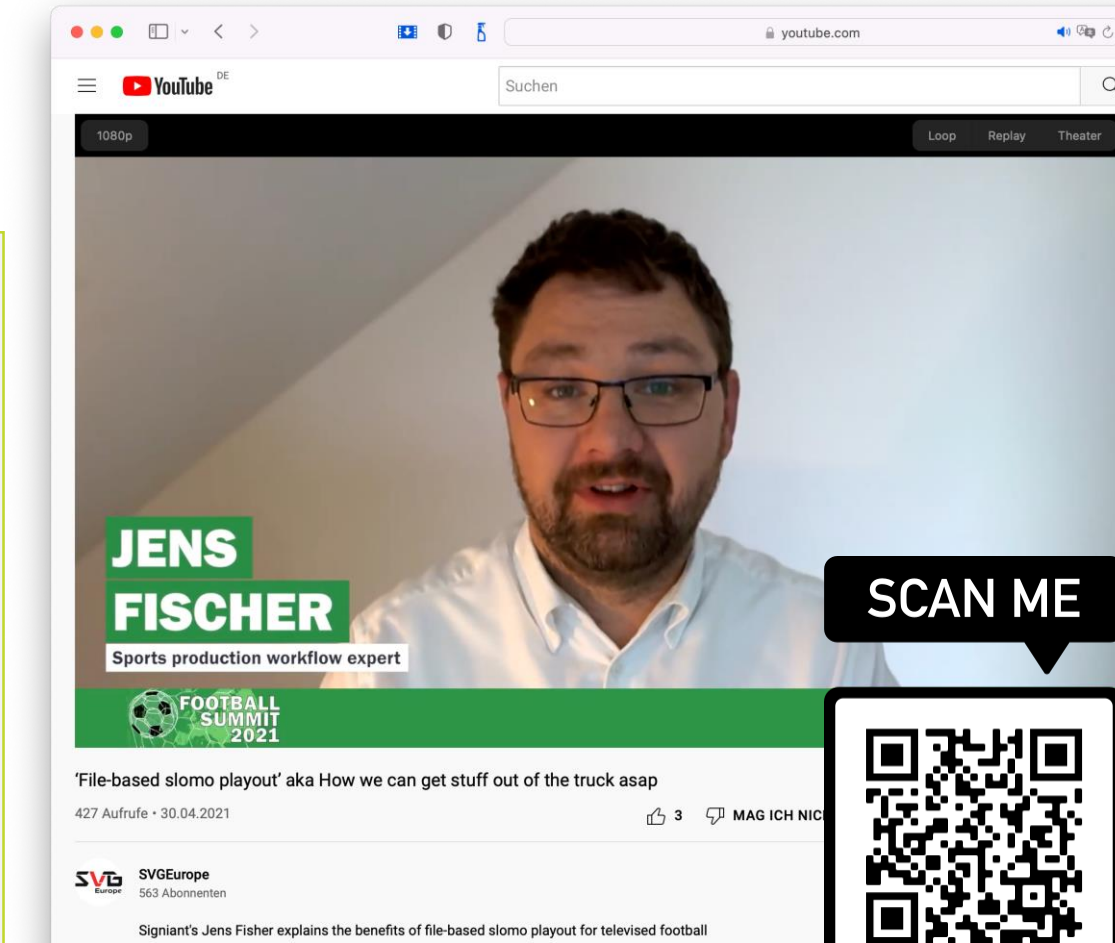
- ▶ Share the content immediately
- ▶ Keep and add Metadata (e.g.: TC / auto-naming)
- ▶ Small impact on production side
- ▶ Works with modern and older Trucks
- ▶ Reduction of production time and Sat.-Transponder time
- ▶ It works with any Internet connection and any Slomo-Solution
- ▶ Fully encrypted and accelerated transports



Smart OB Workflows

BENEFITS:

- ▶ Share the content immediately
- ▶ Keep and add Metadata (e.g.: TC / auto-naming)
- ▶ Small impact on production side
- ▶ Works with modern and older Trucks
- ▶ Reduction of production time and Sat.-Transponder time
- ▶ It works with any Internet connection and any Slomo-Solution
- ▶ Fully encrypted and accelerated transports



'File-based slomo payout' aka
How we can get stuff out of the truck
asap

Think smart!

Growing Files workflows



Video-file Transfer from Hannover to Mainz





SIGNIANT[®]



Learn More:

platform.signiant.com



SIGNIANT[®]



Jens Fischer

Territory Sales Manager

jfischer@signiant.com

