



SONAPS

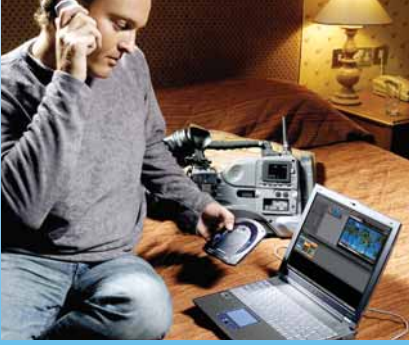
Networked  
Production  
System

**SONY**

[www.sonybiz.net/sonaps](http://www.sonybiz.net/sonaps)

 **Sonaps**

## ACQUISITION



## INGEST



## CRAFT EDIT



## NEWSROOM



## PLAYOUT

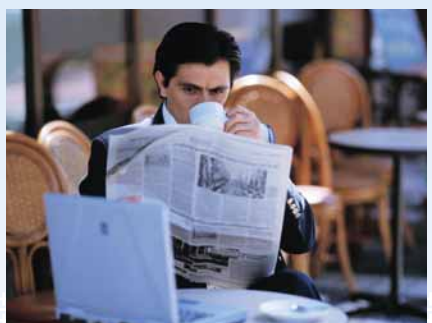


## NEAR-LINE ARCHIVE





# **Sonaps**





Staying ahead of the competition means getting your stories to air faster. It also means creating better-looking, more compelling programs.

In today's network-centric world, more efficient production is all about streamlined workflows and more efficient use of resources.

The Sonaps™ system is an end-to-end environment that integrates every aspect of the news production process – from planning, acquisition and editing to playout, distribution and archive.

The Sonaps system meets the challenging demands of today's broadcasters and is ready for the high definition world of tomorrow. The Sonaps system realizes measurable improvements in business benefits, compared to current operations, and allows a controlled investment while maximizing output opportunities and quality.

With the Sonaps system, journalists, craft editors and production teams all share content and metadata in a truly networked, collaborative, file-based workflow.

The Sonaps system is fully MOS compliant and integrates tightly with newsroom computers, playout automation, asset management and long-term archive systems.

The Sonaps system transforms the news production process by bringing every aspect of the production process into a smooth, seamless workflow. Once stories have been agreed upon and planned, the Sonaps system oversees everything... from the retrieval of indexed content from the archive to managing the planning data for camera crews. The Sonaps system can even store the planning data on the XDCAM™ Professional Disc™ media either before or after shooting begins.

Based around industry-standard IT components and open standards like MXF, the Sonaps system is uniquely flexible, scalable, and cost-effective. Best of all, the Sonaps system enhances your current workflow without imposing creative limitations or unfamiliar practices. It's easy to roll out the Sonaps system in a staged process, with a simple and clear migration path to HD built-in from the start, to protect your investment for years to come.

The future of broadcast production lies in harnessing the power and flexibility of networks to deliver workflow benefits throughout your organization. With Sony on your side, the Sonaps system can help you transform the efficiency and competitiveness of your business – and stay ahead of the competition.





## THE ADVANTAGES

### ■ Fully-managed Environment

The Sonaps system is a fully-managed environment for planning, ingest, production, playout and delivery of AV content. Simultaneous, shared access to all material with full browse and editing capability provides access to the widest variety of content, thus improving the quality of output. Sophisticated system and user configurations can be implemented so that journalists, editors, producers and directors have access to the content they need, when they need it most. This is accomplished with the Sonaps system's advanced multi-channel capability, which delivers content on-air, on time, every time – even across multiple channels of output.

### ■ Improved Workflow

Based on Sony's many years' experience with large, high-end, production systems, the Sonaps system, together with XDCAM/XDCAM HD devices and the XPRI™ NS series of nonlinear editors, enhances and extends the workflow into the field, optimizes processes and creates a truly unique, yet open, collaborative production environment. The highly refined metadata handling workflow from planning to archive, provides users with all of the information they need at every stage of the production process.

### ■ Cost-effective Solution

To maximize the return on investment and provide efficient, high-quality output, the Sonaps system uses HD MPEG-2 Long GOP as a core format in the HD system. This keeps costs down, by allowing the use of standard IT networks and components. This approach also enables cost-effective system expansion and upgrades as business requirements evolve. HD MPEG-2 Long GOP has superb picture quality and is easy to edit. Lower bit-rate recordings significantly reduce the cost of the overall system infrastructure, while maintaining inherent reliability and operational performance.

### ■ Standard IT and Network Infrastructures

Using industry-standard, proven hardware and software, the Sonaps system can work as an island solution or be integrated within an existing infrastructure. Sharing content with others could not be easier. Using open standards, such as MXF and MOS, together with proven NAS and SAN architectures, provides a reliable, scalable and secure system that's easy to support and maintain.

### ■ Site-to-site and Field-to-site Remote Connections and Editing

With the Sonaps system at the heart of your organization, sharing content could not be easier. In multi-site operations, seamless connections and open access to content is provided. Where regions, bureaus or remote offices require connections to the main system, the Sonaps system provides sophisticated remote connection and editing functionality so that everyone who needs it has access to the required content whenever and wherever – even from the field or a hotel room.

### ■ Unrivalled Experience

Sony has an unparalleled track record in both the AV and IT markets. This expertise has been harnessed to develop a solution that seamlessly combines both disciplines. Sony offers the customer a total solution, with a trusted brand at a competitive price, and with the total security that your system will be supported into the future.



#### METADATA



HIGH  
RES

• Title • Disc ID • Description



LOW  
RES

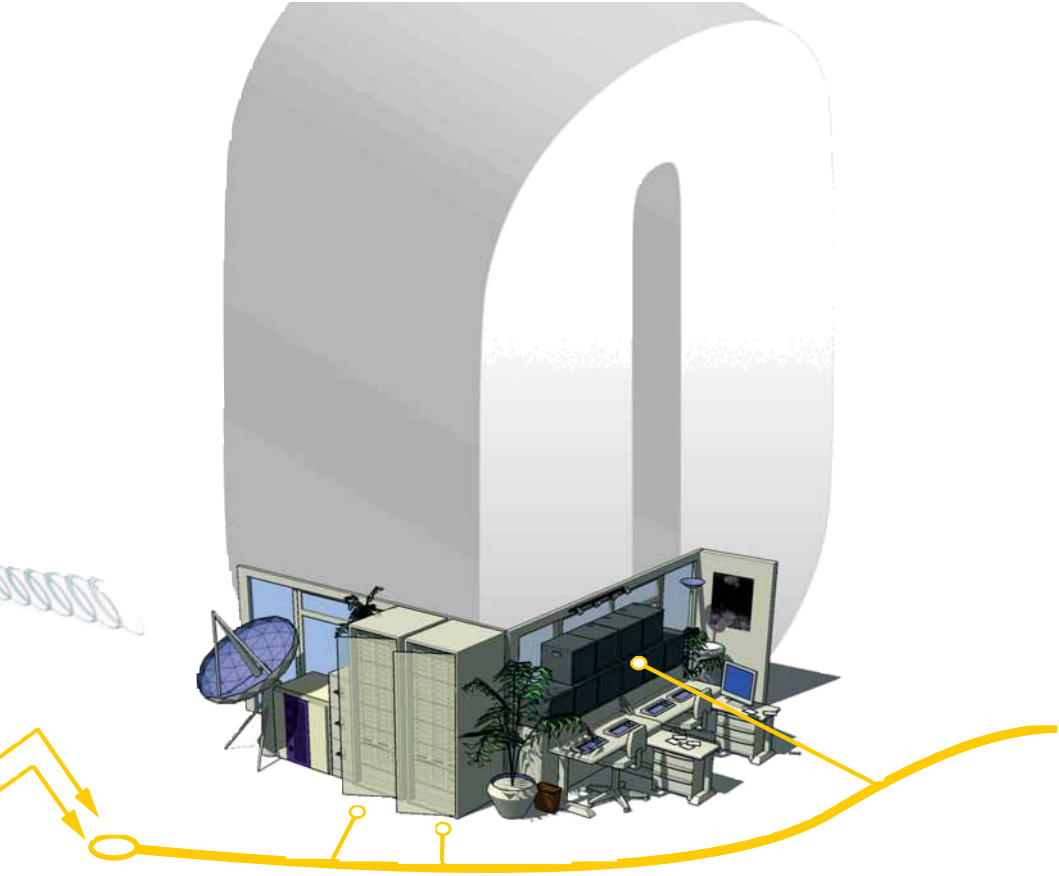
## ACQUISITION

Tape-based acquisition is well accepted and used throughout the world today. Live events linked to the studio via satellite are also commonly used, especially for news and sports. The move from tape to disc-based acquisition has allowed innovative new workflows to develop. Extending workflow into the field with the Sonaps system and the XDCAM family of acquisition devices provides significant production advantages with the automatic creation of metadata, EssenceMark™ data, the use of field logging, storyboarding and proxy EDL creation. This allows the required content to be on air faster, more efficiently and with higher quality than ever before.



- Existing SD and HD tape-based
- Live (SD and HD)
- XDCAM/XDCAM HD devices: Disc-based
- XDCAM/XDCAM HD devices: Field logging editing





#### METADATA



HIGH  
RES

- Title • Disc ID • Description • Rights
- EssenceMark Description • Data



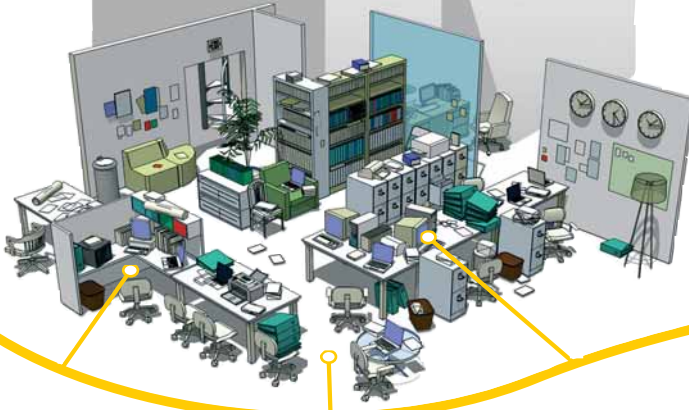
LOW  
RES

## INGEST

The Sonaps system accepts a wide range of inputs. Whether from a live event, tape-based acquisition, disc-based media like XDCAM or from file-based contributions, the ingest of content can be managed in a controlled and efficient way from a dedicated terminal. Timed, scheduled and ad-hoc manual recordings can all be efficiently managed and monitored, while metadata and EssenceMark data are added and annotated. The XDCAM proxy can be ingested at faster than 30x speed, providing significant workflow benefits and reducing the time to air for stories. File-based ingest is possible from third-party systems such as servers, nonlinear editors and nonlinear acquisition systems as well as from agency content delivery. Seamless connections to regions or bureau operations can also be configured through the MXF gateway.



- Dedicated filing terminal
- Rapid automatic ingest of proxy
- MXF gateway for external ingest from third-party applications and agency feeds
- Automatic metadata capture from the field



#### METADATA



HIGH  
RES

- Title • Disc ID • Description • Rights
- EssenceMark Description • Data
- Journalist • Story • EDL



LOW  
RES

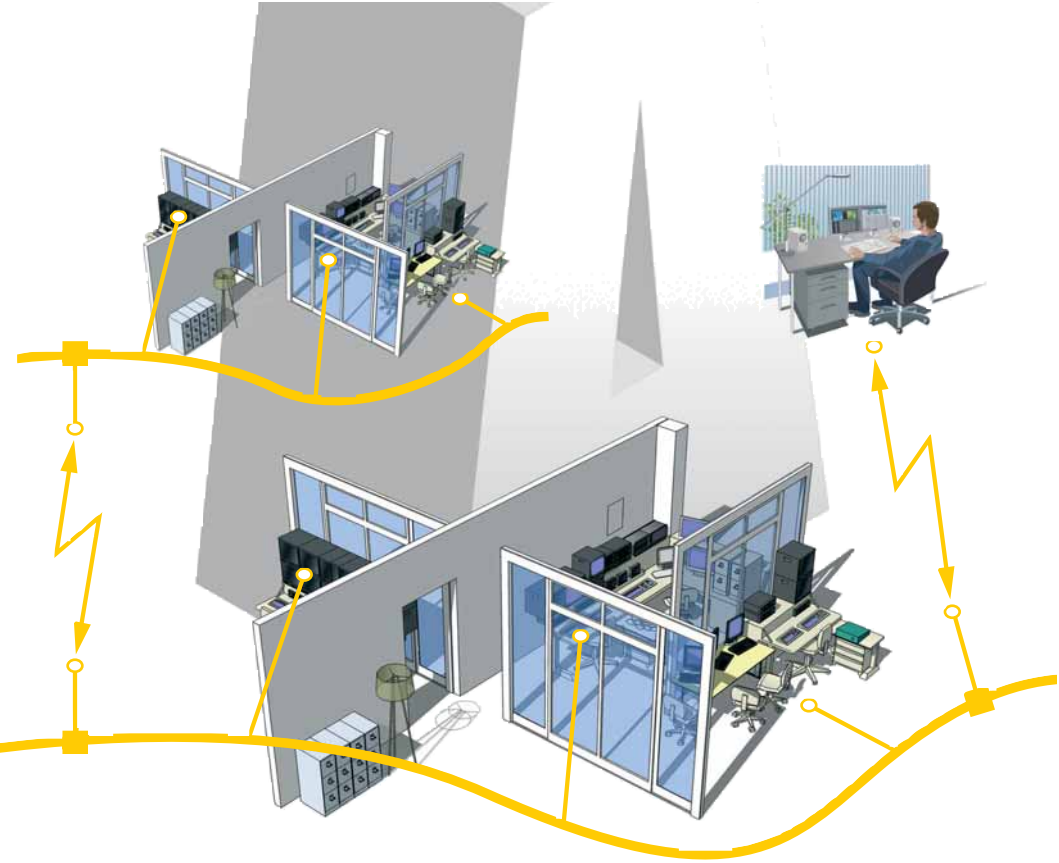
## NEWSROOM

In the newsroom, the Sonaps system integrates fully with newsroom computer systems, right from the planning stage, through to editing and playout, and into the archive. Content from the field, inside the Sonaps system, and on near-line or third-party archive systems can easily be searched and browsed. Logging, storyboarding, and even finished editing with voice-over and effects can easily be done at the desktop. Material and metadata can be seamlessly linked to the story as it develops. The running order and status are constantly updated so that everyone has the up-to-the-second information that's essential in a high-pressure newsroom environment. Using the XPRI NS proxy editor in the newsroom gives the journalist ultimate flexibility to browse, edit and finish the story as quickly as possible. The XPRI NS proxy editor allows seamless integration of text, effects and AV content.



- User definable tools for comprehensive proxy editing with voice-over, titles and effects, or simple clip trimming and storyboarding
- Upload directly to rundown
- Search, browse and retrieve from the Sonaps system's near-line and third-party archives





#### METADATA



HIGH  
RES



LOW  
RES

- Title • Disc ID • Description • Rights
- EssenceMark Description • Data
- Journalist • Story • EDL • Edit Suite
- Comments

## CRAFT EDIT

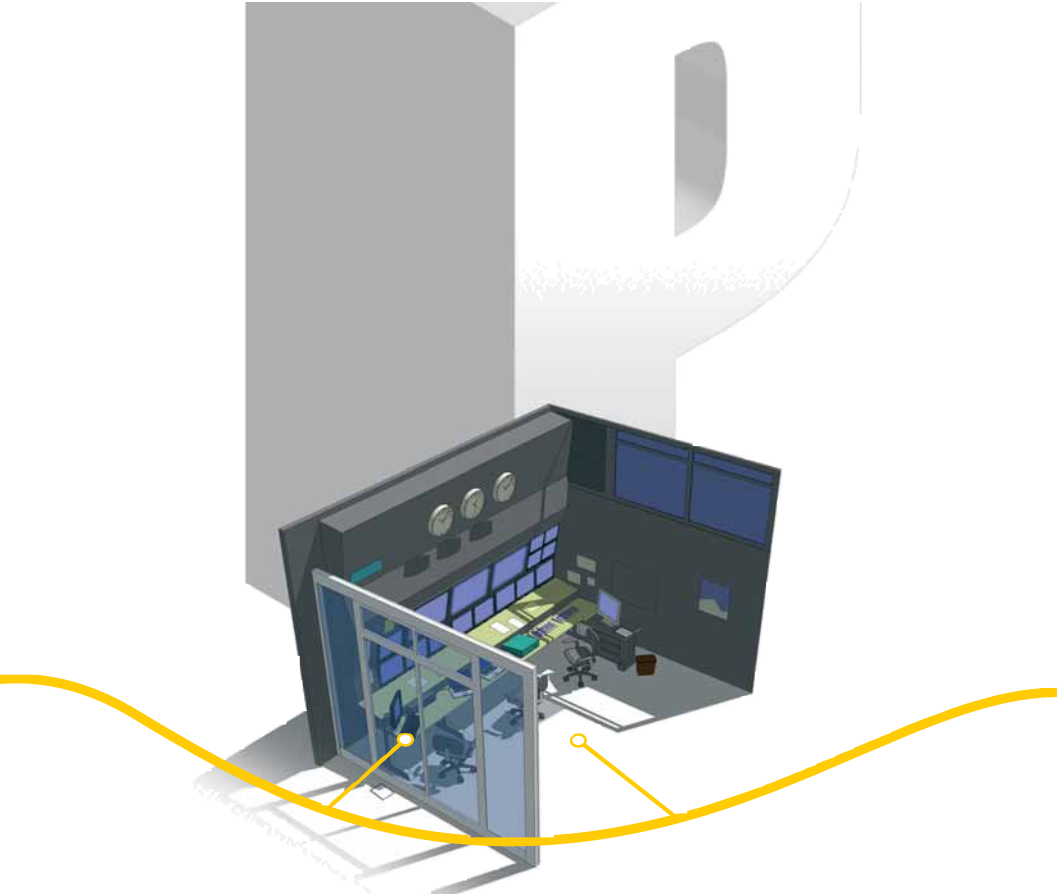
Where craft editing is required, the XPRI NS editor provides a comprehensive production tool that is ideally suited to and seamlessly integrates with both XDCAM/XDCAM HD devices and the Sonaps system. Utilizing metadata from both systems, together with its comprehensive editing capabilities such as slow-mo, voice-disguise and mosaic, innovative workflows ensure that news packages never miss the rundown. The XPRI NS editor can handle proxy and SD and HD material on a single timeline, so that stories are available for air at the earliest opportunity. When time permits, storyboards or projects from the newsroom XPRI NS proxy and from the field can all be handled and finished for a more polished output, if desired.

- Fully-featured news and sports craft editor
- Seamless integration with XDCAM/XDCAM HD devices and the Sonaps system
- XPRI NS proxy projects or sequences upload from newsroom
- SD/HD operation for news and magazines

## REMOTE CONNECTION & EDITING

Multi-site operations allow separate Sonaps system installations, and regional bureaus to operate as a single virtual system. All sites have simultaneous access to the low-bit-rate proxy content at each and every connected installation. The Sonaps system's sophisticated remote connection and content management optimizes resource and bandwidth requirements by only transferring the AV media segment required. Full resolution content is exchanged on-demand only when required, for example, when an edit decision list is published for transmission.

- Full material access from field or remote XPRI NS craft editor
- Virtual single Sonaps system over different sites regardless of distance
- Efficient usage of available network bandwidth



#### METADATA



HIGH  
RES



LOW  
RES

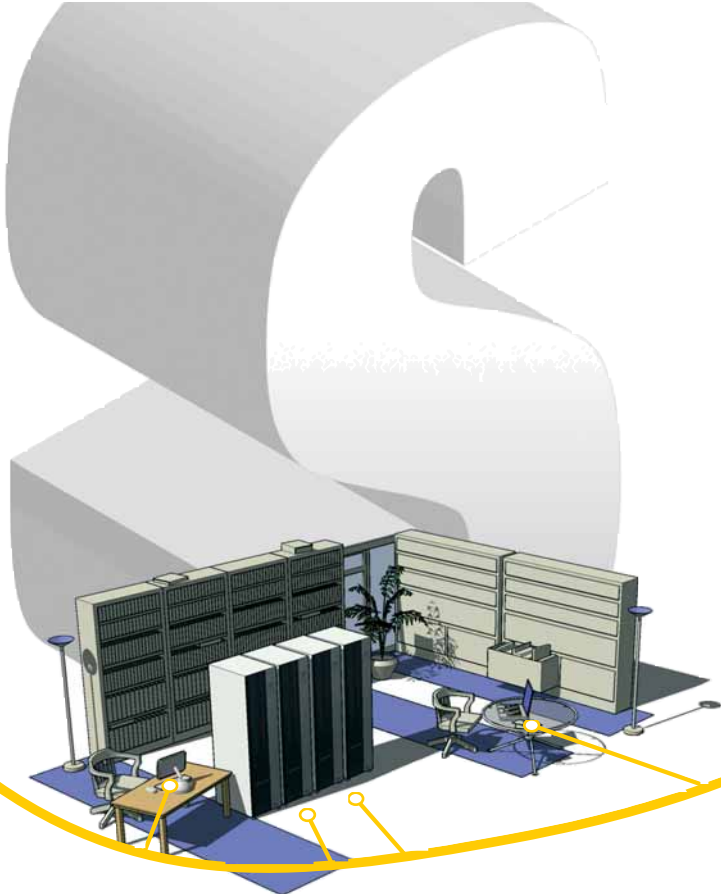
- Title • Disc ID • Description • Rights
- EssenceMark Description • Data
- Journalist • Story • EDL • Edit Suite
- Comments • Playlist • Data • Time

## PLAYOUT

In the playout area, the Sonaps system once again integrates seamlessly with the newsroom computer system so that the playout server is constantly updated with the rundowns and the content is ready for air at the earliest opportunity. Status information is constantly updated so that everyone has the up-to-the-second, accurate information that's required in a high-pressure newsroom environment. When manual playout is required, a dedicated key panel provides precise control. When automatic or unattended operation is required, tight integration with third-party systems permits content to be on air, on time, every time.



- Dedicated playout terminal
- Distribution list for external SDI/HD-SDI output
- Compiling list for tape output
- MXF gateway for external file distribution and contribution
- NCS control for playlist (based on standard MOS protocol)
- Multi-channel output capability from the same system.



#### METADATA



HIGH  
RES



LOW  
RES

- Title • Disc ID • Description • Rights
- EssenceMark Description • Data
- Journalist • Story • EDL • Edit Suite
- Comments • Playlist • Data • Time
- **Archive Description • Archive Catalog**
- **Archive**

## SONAPS SYSTEM NEAR-LINE ARCHIVE

Typically, within the news environment, some stories run much longer than others. To provide optimized and cost-efficient storage for additional content, the Sonaps system has a near-line archive option. In this way the system capacity can be easily expanded to accommodate additional content without the need to expand the core system architecture. For users, the near-line content appears online, and is therefore searchable, browsable and useable by everyone. This approach allows greater choice in the way the story is constructed, which in turn leads to a higher quality and more polished output.

## ARCHIVE SOLUTIONS

Streamlined processes to select, catalog and store the required content are critical to building a useful and efficient long-term store in enterprise archive solutions. The Sonaps system captures and builds metadata generated at every stage of the capture, create and playout process, and provides a comprehensive foundation for the archive catalog. With online proxies, comprehensive and sophisticated search and retrieve workflows, the search, browse and retrieve processes for both the journalist and editor alike are fast, efficient and accurate. The Sonaps system can integrate with shelf-based tape, disc-based robots or even large automated data-tape archives, so that all available content can be effectively utilized whenever it is required.



- Drag and drop third-party archive list creation
- Online proxy
- Seamless metadata flow
- Integration with third-party products

# Services from Sony

Working with you, working for you.

Recognising that every company and every challenge is unique, we offer a complete and comprehensive range of services all the way through consulting, planning, financing, implementation, training, servicing, maintenance and support. Choose exactly what's right for you, when and where you need it.

**Sony Professional Services:** Tailor-made design, installation and project management of audio-visual and IT (AV/IT) systems using skills developed over 25 years of systems integration.

**Sony Financial Services:** Innovative and flexible finance solutions designed to meet budgetary and financial requirements and constraints, enabling businesses to always have the most current technology.

**Sony Training Services:** A range of off-the-shelf or customised training services from basic operation through to high-level technical maintenance.

**Sony Support Services:** Fully integrated and customised support for products and systems throughout their operational life, combining proactive and reactive technical services

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