

VIDEO IS EVOLVING.

Is your storage environment ready?



4K/UHD VIDEO IS HERE.

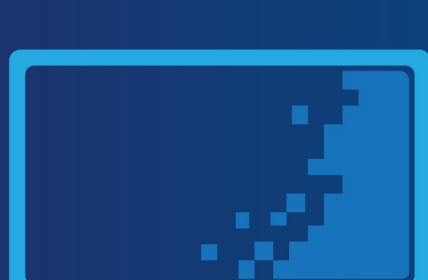
ARE YOU READY TO DIVE IN?

PREPARE YOUR ORGANIZATION FOR THE NEXT GENERATION OF VIDEO PRODUCTION

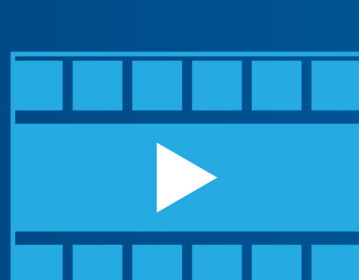
The transition to 4K/ultra-high-definition (UHD) video is underway. Whether you're moving to higher-quality video standards in the near term or envisioning the future, now is the time to prepare your storage environment.

WHAT'S CHANGING?

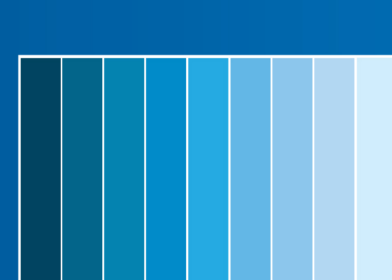
Video producers are moving to adopting higher standards for:



RESOLUTION
4K and even 8K



FRAME RATE
60 to 120 frames per second (fps)



DYNAMIC RANGE
Greater detail



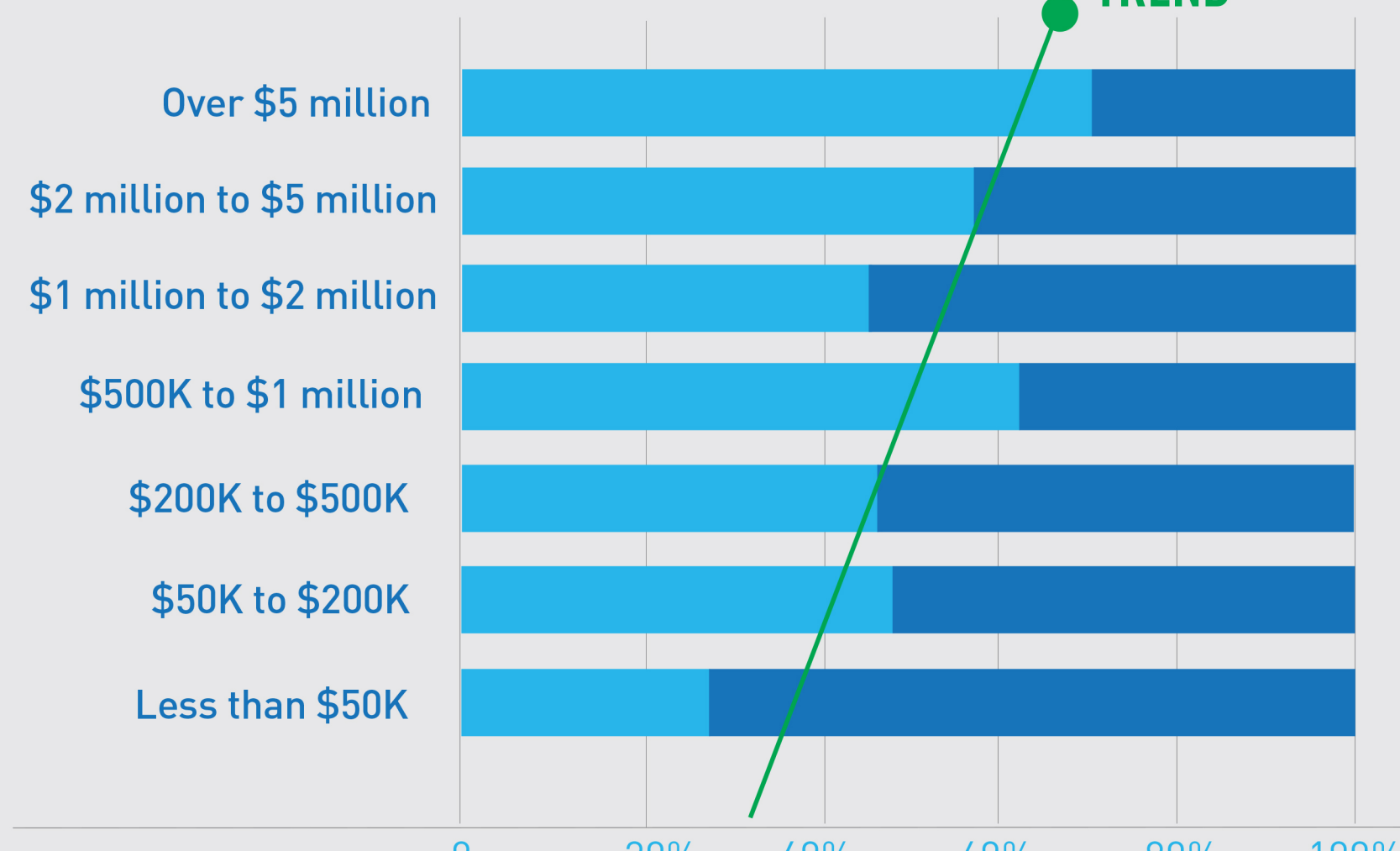
COLOR DEPTH
10- and 12-bit



COLOR GAMUT
Broader color palette

WHO IS PRODUCING 4K/UHD VIDEO TODAY?

Larger organizations are leading the way.



4K/UHD Use by Size of Organization ■ 4K/UHD Yes ■ 4K/UHD No

WHAT'S DRIVING THE CHANGE TO 4K/UHD?

Video production companies aim to...

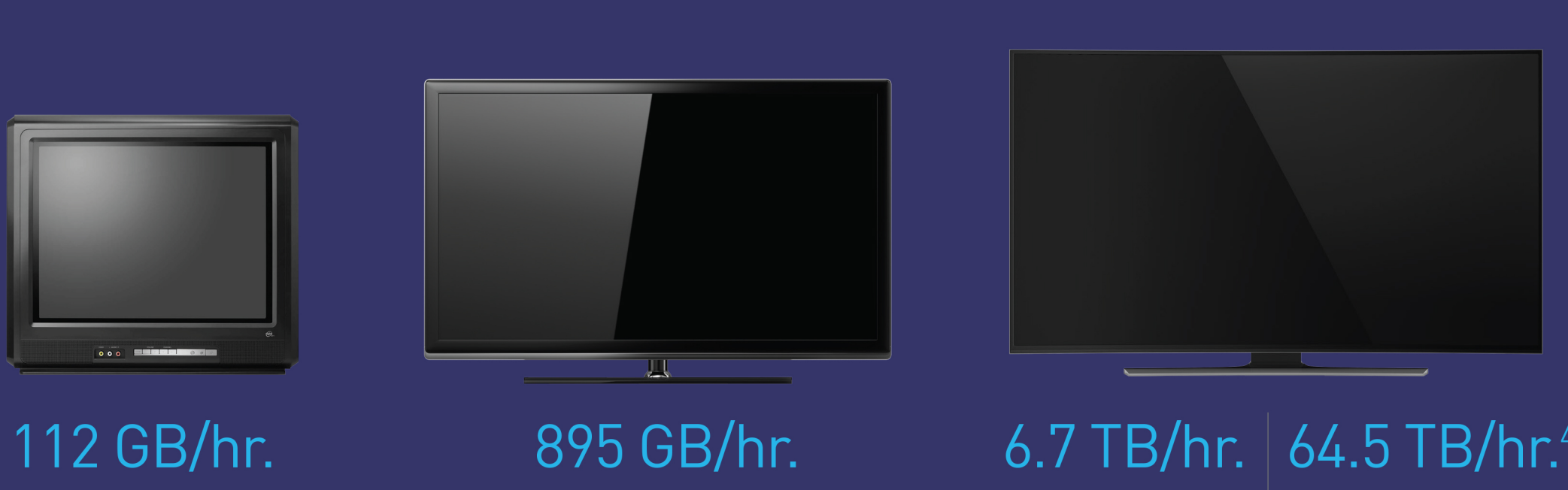


THE MOVE TO 4K/UHD WILL CREATE NEW STORAGE REQUIREMENTS.



HOW MUCH STORAGE CAPACITY WILL YOU NEED?

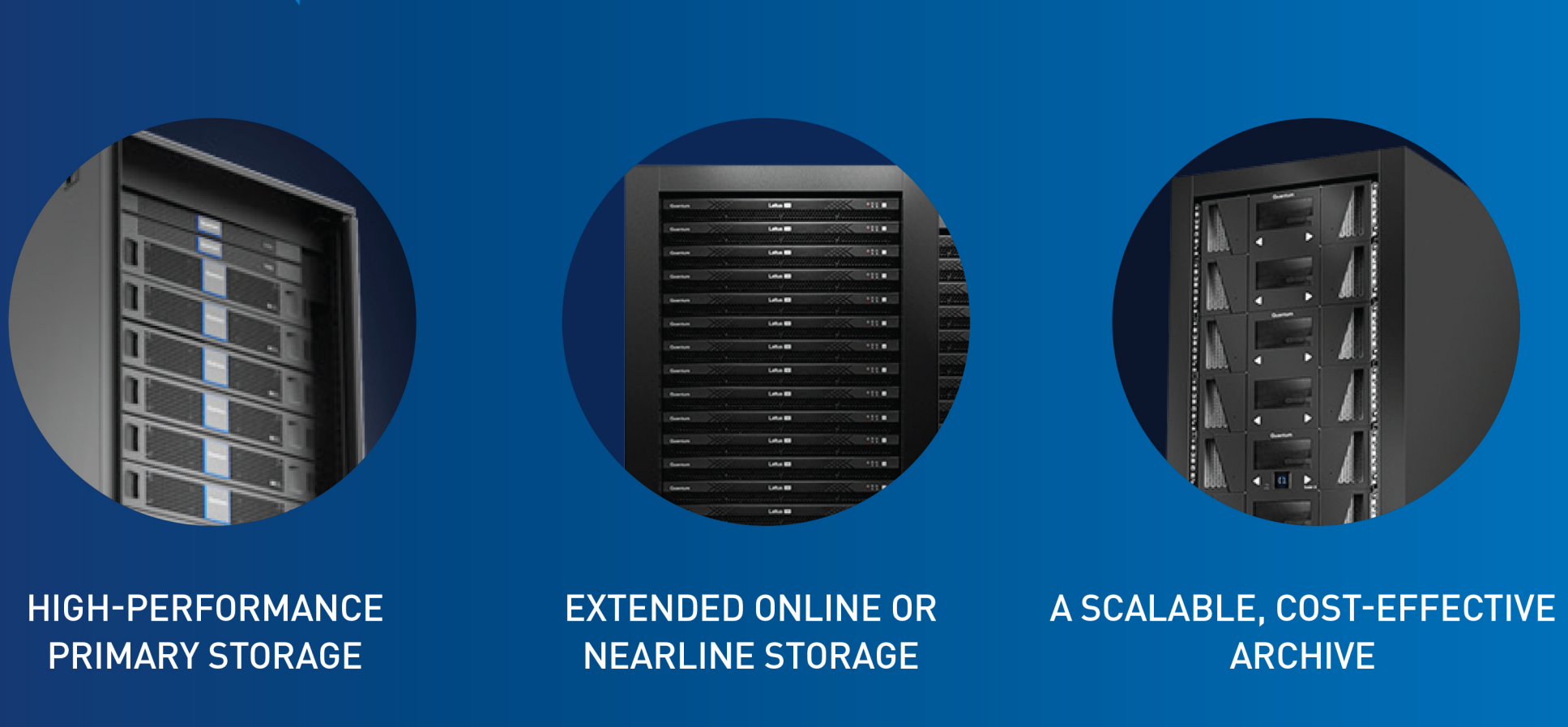
Scalable capacity is critical as you boost video quality.



SHOOTING IN AN UNCOMPRESSED RAW FORMAT?
Expect to store **two to three times more data.**

YOU'LL NEED MORE THAN CAPACITY.

Supporting 4K/UHD video production often requires a multi-tier environment with:



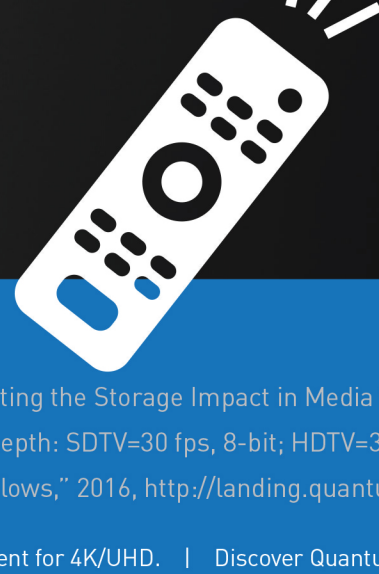
HIGH-PERFORMANCE PRIMARY STORAGE | **EXTENDED ONLINE OR NEARLINE STORAGE** | **A SCALABLE, COST-EFFECTIVE ARCHIVE**

Plus a platform that enables:

- Fast, direct access to files
- Easy collaboration among teams
- Integration with existing workflows

Build a next-generation storage environment for 4K/UHD video with Quantum solutions.

With Quantum solutions, you can implement a multi-tier storage environment that is optimized for today's and tomorrow's video standards and workflows.



Ready to learn more?

³ Coughlin Associates, "4K, HDR, HFR: Calculating the Storage Impact in Media Workflows," 2016, http://landing.quantum.com/350NA2016TomCoughlin4KWhitepaper_LandingPage.html.
⁴ Capacity shown for the following fps and bit depth: SDTV=30 fps, 8-bit; HDTV=30 fps, 10-bit; 4K UHD-1=60 fps, 10-bit; 8K UHD-1=120 fps, 12-bit. Coughlin Associates, "4K, HDR, HFR: Calculating the Storage Impact in Media Workflows," 2016, http://landing.quantum.com/350NA2016TomCoughlin4KWhitepaper_LandingPage.html.