

## AVID Nexis – Seamless Integration with Genesis NX and ZX

### Overview

Avid Nexis workspace storage is a popular platform for professional media creators. Thousands of users worldwide work in AVID Nexis environments to create, edit and store massive amounts of digital content. While Nexis provides a secure and stable working platform for Media Composer editorial groups of all sizes, it can be hampered by Media Pack and 10-gigabyte performance expansion issues. These deficiencies can often be reduced by using the Genesis storage platform from Scale Logic.

The Genesis NX is a server-class NAS designed for 24x7 operation and has been tested and installed in Avid Nexis environments as additional space for transcode, consolidate, project parking, original camera storage and other uses. The Genesis NX addresses raw capacity points up to 1PB and 1/10/40 GigE connections supplying up to 2 GB/s bandwidth to the network clients.

The next generation of the Genesis NX is the Genesis ZX. The ZX capacity can scale to 5PB and the head nodes can be redundant, however, the operation and use in Avid Nexis workflows remains identical to the NX. Throughput as high as 5GB/sec can be realized to clients when the network is properly configured.

The Genesis Platform has been used for years in Avid environments. It's supported by a team of engineers who keep up on Avid Media Composer and Nexis releases and product updates, and who run Media Composer on Mac and Windows workstations for ongoing product development, technical support, and performance tuning within our Interoperability Lab.

### Scale Logic's 24x7 Interoperability Lab

We understand that in order to build quality storage solutions that meet vertical market applications, you must first understand customer workflow and then mirror it internally prior to deployment. We have invested in industry specific applications and network infrastructure to create a fully functioning media centric environment.

Our interoperability lab is multi-functional which allows our development team, ISP, and OEM Channel Partners access for proof of concept, benchmarking, development, and testing.

- *Over a petabyte of storage ranging from SSD, SAS, iSCSI, 8/16/32 GB/s fibre channel, 1/10/25/40/100 GigE and Infiniband*
- *Storage platforms include: Block-level SAN, Scale-Out NAS, SAN appliances, NAS and Archive*
- *Over 50 M&E applications such as Avid, Apple, Adobe, Telestream, Autodesk, Blackmagic Design, AJA, Levels Beyond and many others*

In support of our modular approach, we analyze and test all parts of the process with road map and feature enhancements. This provides valuable data to our OEM partners and software engineers that influence and improve future releases of our complete line of products and services.

## How it works

Genesis NX and ZX work within the Avid Nexis environment as primary or second-tier storage solution that integrates seamlessly with Avid. Organizations already using Avid storage can continue to use it while adding storage with Genesis. All Scale Logic Genesis Platform products also integrate with Media Composer to add capacity, second-instance, archive capabilities and JBOD expansion for an even more scalable workgroup. Genesis NX and ZX do not require a switch from Avid: it simply fits right in to amplify storage and networking capabilities.

### The Genesis NX and ZX systems are used in Avid Nexis environments to:

- *Import Avid .mxf files to all storage devices*
- *Edit a sequence using material stored on all devices*
- *Link media from a third-party storage device in Media Composer*
- *Create proxy files for editing on Nexis*
- *Edit proxies on Nexis and link back to high-resolution media on Genesis NX or ZX.*
- *Consolidate media across all platforms*
- *Transcode media across all platforms*

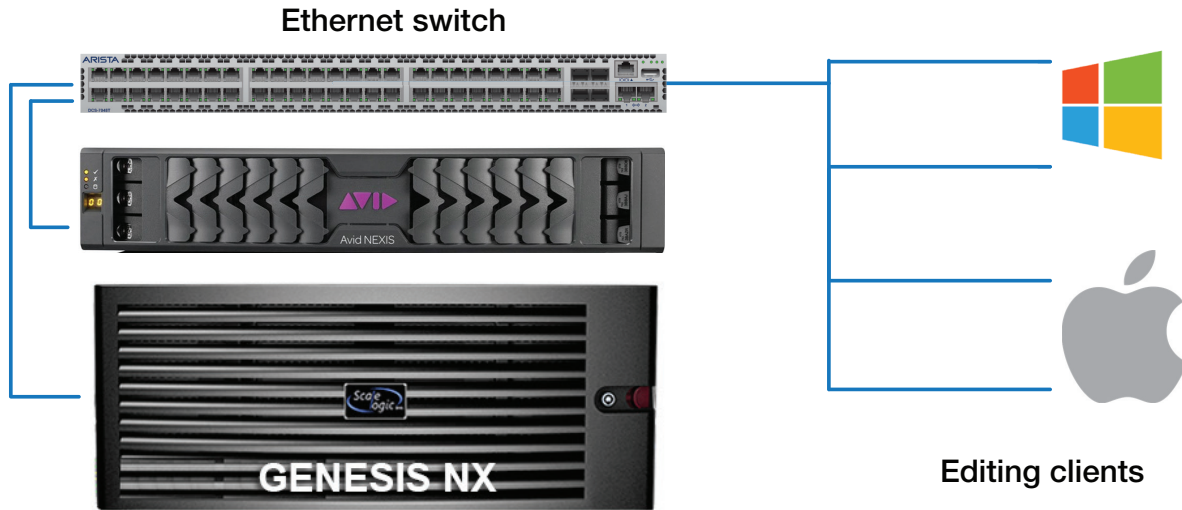
Transcoded and consolidated media is usable in the project timeline across all platforms. However, when media is linked on a PC and the project is opened on a Mac, the media shows as offline due to the path naming conventions between the two platforms. The same is true in reverse. This is not a bug; rather, it's related to how the two different platforms view the path to the original media.

Test and use cases have been performed using Nexis as the primary source for storing Avid projects and bin locking. The Nexis/Genesis integration allows users to:

- *Place all imported, consolidated or transcoded media in Nexis under a single folder*
- *Place all imported, consolidated or transcoded media in Genesis under a single folder*
- *Retain availability for media files located in any storage environment when the project is opened on Media Composer using bin locking*
- *Perform video and audio mixdowns from clips on multiple storage platforms*
- *Play or edit sequences made up of clips residing across multiple storage platforms*

## Integrating Genesis NX with Avid Nexis

Genesis NX may also be used to greatly increase the capacity of storage in a Nexis environment while maintaining native Avid Workflows through the Avid Nexis. By keeping the Avid project files on the Nexis and using the Genesis NX to increase overall storage needs, the native Avid Workflow remains intact. Simply put, clients working in an Avid workgroup can maintain their investment in Avid while expanding storage for greater workflow volume and storage capacity.



### For more information...

Scale Logic offers a complete line of hardware and software solutions including RAID, SAN, NAS, Scale-Out NAS, backup, archive, disaster recovery, and extended warranty programs. Our team has decades of experience serving clients in M&E, sports, healthcare, life science, retail, education, and houses of worship.

### Scale Logic offers:

- *Solution Sales – matching the right technology solution with each customer’s unique business needs*
- *Technical support – ensuring organizations are well-positioned for the ongoing need for data management, growth, and support*
- *Professional Services – servicing and supporting the end-to-end technology solution and workflow*



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