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Projective Presents Hybrid-Cloud and Multi-Site Workflow at IBC 2022 Hall 7 — 7.C25

The post-production industry is going through an unprecedented digital transformation. Remote work created challenges, and now the return to the office has created challenges on top of those challenges. We at Projective see this as an opportunity to fundamentally improve how professional post-production happens. This is why we develop Strawberry. Based on the learnings from hundreds of our prestigious customers, we've developed a new version of Strawberry - Strawberry 6.4.

Strawberry automates structure and security to enterprise postproduction facilities, broadcasters, and creative agencies. It combines the needs of IT professionals to efficiently manage tiers of storage, with the needs of the creative team to locate assets within defined projects. Thanks to the project-based structure all media files are automatically organized, ensuring content can be found and shared, so editors spend more time editing than managing media. Whether on-premise, off-premise, hybrid, or even in a global multi-site environment, Strawberry provides a platform that enables structure at scale in post-production.

At IBC 2022 (Hall 7 — 7.C25), Projective and its partner x-dream-distribution GmbH will present Strawberry's new multi-site & hybrid-cloud features.

Strawberry's multi-site solution provides a framework to accelerate global collaboration and empower multi-national organizations to take advantage of their scale. Projects can be efficiently managed across the entire organization, on-premise hardware footprint can be optimized, and global content security is improved.

Our hybrid-cloud infrastructure Skies unifies on-premise and cloud resources. It brings together remote workers and external clients, with the on-site IT infrastructure and project teams. Skies accelerates collaboration, from logging and tagging to review and approval and remote editing, without the need for VPN access or upload to a separate cloud platform. No technical expertise is required, and it is highly secure by design.

To see the latest Strawberry features in action, visit us at Hall 7 — 7.C25 where we will present with our partner x-dream-distribution GmbH. You can also schedule live demos on our website: https://projective.io/schedule-a-meeting/

About Projective

Projective brings structure to post-production workflows. Its flagship product, Strawberry, is in use throughout the media and entertainment industry. From single post-production agencies through to major broadcast companies and advertising agencies with global working practices, it gives creative users an optimal working environment, while allowing the IT team to manage the storage infrastructure demands for media workflows with extreme effectiveness.

Projective solves the pain of continual managing the overload of shared storage, prevents orphaned or offline media files, removes duplication of files, enables both rushes ingest and project archiving, allows easy re-utilization of clips, and brings together collaborative features across different sites, including "Review and Approval" functionality and virtual shared project environments.

Projective with its Strawberry On-Site, Muti-Site, and Skies platform brings project structure to media workflows across a hierarchy of distributed storage devices, while allowing the editors, and other creative users including freelancers, secure ease of access to projects and files. It includes deep integrations for NLEs, coupled with an enterprise-wide search and view solution, embedded within the user NLE working environment.