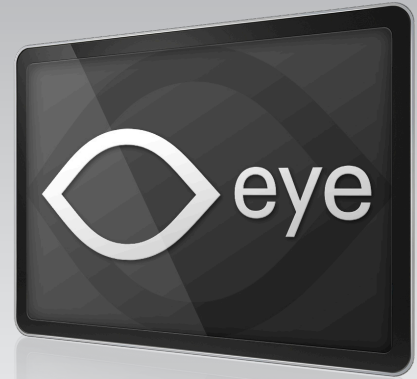


Thought Equity Motion preserves, stores and makes more than **100 years** of Dutch cinema accessible.

EYE Film Institute Netherlands prepares its film collection for the next stage of needs for high scale video.



The Customer/Project

EYE Film Institute Netherlands is responsible for managing Dutch cinematographic heritage. The Institute oversees an extensive and internationally prominent audiovisual collection that includes more than 37,000 films, some of which are more than 100 years old. The films in the EYE collection reflect some of the most important aspects of film history and cinema. In addition to managing the collection and organizing special film programs and exhibitions, EYE has the mission of releasing classic and contemporary films in Dutch cinemas.

In recent years, the organization has been focusing on preserving and maximizing accessibility to its media assets for use by future generations in the Netherlands and worldwide. As a part of this effort, EYE began evaluating archive management vendors to take on its share of the "Images for the Future" project, a publicly financed massive operation to restore, digitize and make available the audiovisual heritage of The Netherlands. Due to the sheer size of the project, the project is ongoing and is expected to conclude in 2014.

Challenges

Prior to working with Thought Equity Motion, EYE was facing the following challenges managing its archive:

- EYE's world famous film collection was not digitally accessible and physical deterioration was a major concern. A large portion of the collection was shot between 1895 and 1950 on nitrate film, a highly flammable carrier.
- Without the proper digitization and digital management, the EYE collection could not support the dynamic access required by third parties.

- Once the collection was digitized, the necessity of building a customized IT infrastructure to manage EYE's massive film archive and rights in-house will be time consuming and costly.
- In the initial phases of the digitization project, legacy storage technology required the creation of numerous copies, which was an inefficient workflow. Compressed proxies had to be stored instead of native DPX files.

Goals

In partnering with a vendor for the Images of the Future project, EYE set out to accomplish the following goals:

1. Preserve and store EYE's film and video library
2. Realize the maximum accessibility of EYE's collection for theatrical screenings and use by educational institutions, the general public, and the creative sector worldwide.

Solutions

Asset Preservation, Storage & Access

With more than 1 petabyte of film scanned over just 2 years at EYE, "Images for the Future" is one of the world's most significant film preservation projects, which involves scanning and storing more than 150 million discrete DPX files in the life of the tender. Thought Equity Motion processes EYE's 2K scans on-site in Amsterdam by combining reels and synching audio. 2K lossless archival masters (with no cropping) are created along with an HD cropped mezzanine file. Thought Equity Motion also adds advanced metadata descriptions to EYE's assets and manages the rights status of the content.

To optimize EYE's content for virtually any use or screen, EYE's master-quality, long-form content is transcoded to multiple formats, including HD and H.264. One set of files are stored in Thought Equity Motion's enterprise-class, high availability facilities located in Laramie and Cheyenne, Wyoming. The same files are also backed up digitally in Amsterdam using IBM's open source Long Term File system (LTFS), which works in conjunction with LTO Generation 5 (LTO-5) tape and brings a new level of use and portability to open systems tape storage. And with Thought Equity Motion's enterprise-class cloud storage capabilities, EYE can access and control its digital supply chain through a secure, online portal from anywhere in the world. EYE can also give designated third parties password protected access to its portal as needed.

Thought Equity Motion's flexible platform supports a number of uses and monetization opportunities for EYE. With the push of a button, EYE's assets can be encoded for the iPad, iPhone, or theater, and just about everything in between, such as BluRay HD discs. Films in their entirety can also be seen in high resolution on Thought Equity Motion's VoD platform. Additionally, films can be searched for and seen on a secure web site (powered by Thought Equity Motion) and syndicated to other 3rd parties through Thought Equity Motion's API. Furthermore, where rights holders have provided permission, select clips from the EYE collection are available for licensing in Thought Equity Motion's footage storefront.

Other Key Benefits

- The collaboration between IBM and Thought Equity Motion cuts the long term data storage costs of EYE's project by 50%, allowing EYE to store master quality 2K DPX files instead of compressed proxies. And this is achieved without increasing EYE's local IT support costs.
- Thought Equity Motion's full scale archive management solutions enable EYE to pursue the Images of the Future project with greater speed, lower costs, and enhanced flexibility. This also allows EYE to focus on the curation and programming of their film, and not technology or infrastructure.

