CatDV

SQUARE BOX SYSTEMS

There is an insatiable demand for high quality media across virtually every industry today. The proliferation of distribution channels, catalyzed by the internet and social media, is causing an explosion of content. At the same time new (and larger) formats are constantly being developed.

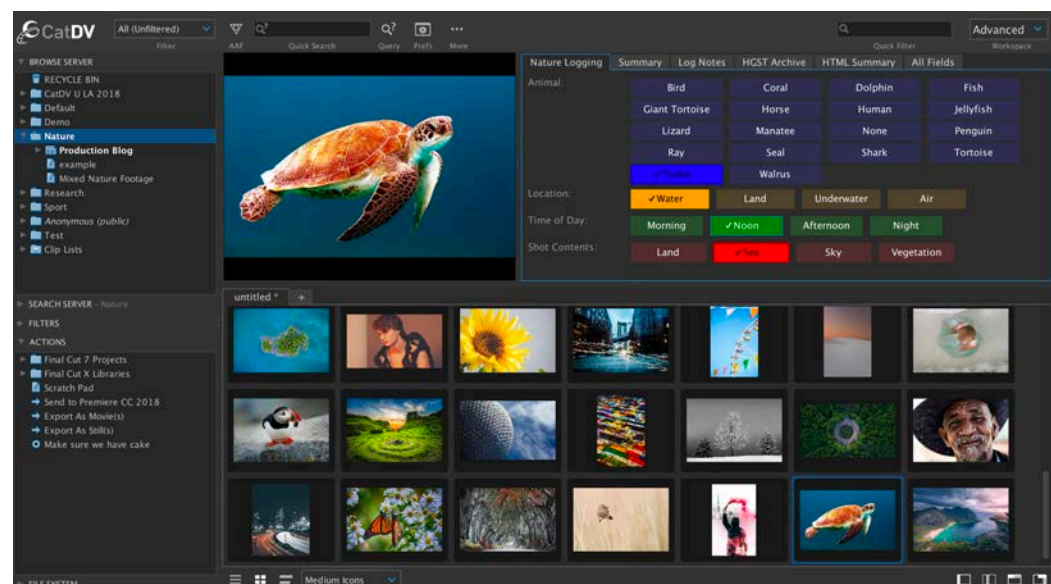## $8,000 per media professional wasted each year

Organizations waste significant time and money organizing, searching for, then often failing to find their media assets - especially where teams are not in the same location. With ever increasing pressure on budgets, being able to store, find and repurpose existing media is critical. Research estimates that $8,000 per year is wasted per media professional and that more than a third of media searches fail without effective media asset management.
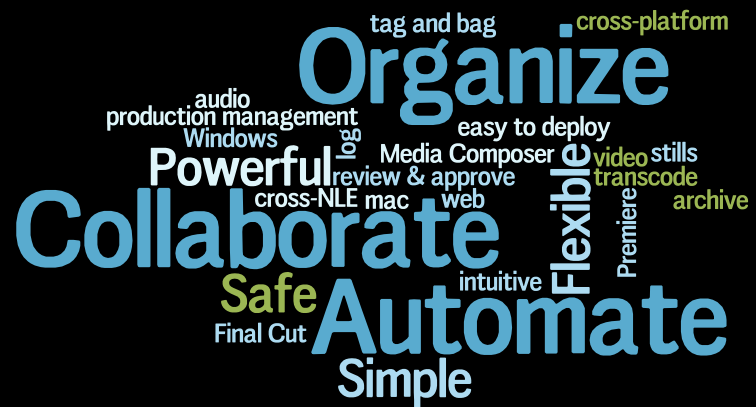
CatDV: find and reuse your media

CatDV tackles all these problems. For companies that create or manage a large volume of digital media CatDV helps teams organize, communicate and collaborate effectively. Its simple, yet powerful tools support some of the world's most sophisticated media workflows and provide the flexibility to work your way. CatDV brings value to single user installations through to large, dispersed teams in the world's largest firms.

Unlike many asset management systems CatDV is easy to learn and deploy, has one of the lowest costs of ownership in its sector, has great support and an unrivalled ability to integrate with other products, platforms, formats, hardware and software.

Ultimately CatDV helps companies find and reuse their media assets, helps teams to collaborate and to get more done, saving both time and money.

Benefits

You can have confidence in CatDV as the right solution for your media workflow:

Power:
- sophisticated logging and organization
- find and reuse your media
- automate your workflows
- enable team collaboration
- scales to millions of assets

Simplicity:
- easy to use
- easy to configure
- low training costs
- low deployment costs

Flexibility:
- native file handling (MXF, RED etc)
- deployment options: including cloud & hybrid
- mac, windows, linux, web and iOS
- many storage and archive partners
- multiple APIs
- CatDV grows with you

Safety:
- track record since 2000
- 1000s of satisfied users
- unrivalled technical support

Cost Effective:
With a variety of versions, options and professional services, CatDV can fit any budget, from single users to the largest, most sophisticated workflows.

Key Features

- powerful search
- configurable logging
- unlimited metadata
- sub-clipping
- configurable event markers
- range markers
- export and transcode
- workflow automation
- rough cut sequences
- integration with Final Cut, Media Composer and Adobe Premiere
- AI integrations
- flexible xml import / export
- a range of APIs: REST, CLI, XML
- user customization of fields, user interface and security

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Typical Workflows

CatDV's flexibility means it can support a wide variety of workflows across many industries. Some examples of typical CatDV workflows include:

- **A front end to storage: SAN, Archive & Cloud / Object stores:** managing storage tiers, whilst providing a 'proxy' view of offline material.
- **Production workflow**: collaboration between creative and editorial teams. Metadata is shared between Producers and Editors into all the major creative tools including Premiere Pro, Final Cut Pro and Media Composer.
- **A logging tool:** It's easy to build new CatDV user interfaces suited to content specific logging. e.g. football, worship, stock footage etc. With CatDV's AI integrations logging has never been easier.
- **Manage ingest:** CatDV can watch for new content arriving, automatically file on storage, securely store to archive, calculate checksums, harvest metadata from paths and names, start transcodes and ingest into the CatDV database.
- **Review and Approve:** Multi stage review and approve workflows can be set up using CatDV clients to share media links over the internet.
- **Production planning and tracking:** CatDV metadata fields can be set up to record who is responsible for what content creation, by when etc. It's been used very successfully as a production project management tool.
- **Video / Photo / Audio Archive:** CatDV's database and powerful search tools make it an excellent choice as a media archive tool, whether for reuse in house, as a historic record or as a service to end customers.

Sectors and Customers

Everyone has media. As a result CatDV is a successful solution in a range of industries. CatDV has over 1,400 commercial customers covering areas as diverse as broadcast, production, post, entertainment, advertising and agency, worship, sports, education, finance, insurance, retail, fitness, healthcare, government, charity and non-profit, logistics, transportation, politics, science, museums, historic archives, live events, and research.

Take a look at our case studies: www.squarebox.com/casestudies/ for our latest customer stories, including Dorna Sports, Nomad Editing, Le Louvre, Tomorrowland, Cirque du Soleil, Oiwi TV, Polycomm, Beyond Pix, Bodybuilding.com, Norfolk Southern, Jet Propulsion Laboratory (JPL), Canadian Tire, Thoroughbred Racing Productions, Crimson Tide, Primerica, Gateway Church, Kansas City Chiefs, West Virginia University, and Ragdoll Productions.