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Pepsi Center

Sport and Entertainment Media Case Study

CUSTOMER QUOTE:

“The benefits of the shared storage system are huge. Previously, we had three separate systems that made it very inefficient to share content. We were wasting a lot of time bringing content in from various video sources.”

LUKE HOWELL

Chief Engineer - Broadcast Services
KSE Media Ventures, Pepsi Center

BACKGROUND

The Pepsi Center, one of the nation’s finest sports and entertainment facilities, represents the best of Colorado and the Rocky Mountain West. Privately owned and operated, groundbreaking for Pepsi Center took place on November 20, 1997. Since opening October 1, 1999 with a sold-out performance by Celine Dion, Pepsi Center has hosted a wide variety of events including hockey and basketball games, musical acts, ice extravaganzas and circuses. The Pepsi center is home to the Denver Nuggets NBA, Colorado Avalanche NHL, as well as the Colorado Mammoth Lacrosse, and the previous indoor football team the Colorado Crush.

Luke Howell, Chief Engineer - Broadcast Services, KSE Media Ventures, Pepsi Center is responsible for content creation and management of the creative staff at the Pepsi center. Luke has seen significant growth in multimedia post production activity, demand for more media types, the need to work collaboratively on projects. All these needs pointed to a need for change in the supporting IT infrastructure, specifically for a shared storage solution.

For the last ten years, the Pepsi Center had employed linear editing techniques that utilize tape based systems for storage and as the content source for common elements. But over time, there has been more demand for newer video formats, including HD and web video. In addition, more editors has meant greater need to share media - fueling a desire to transition from a linear editing world to a server-based non-linear editing solutions with shared storage.



Pepsi Center Case Study

Seeking expert systems, service, and solutions, Howell enlisted GW Hannaway & Associates to consult and supply the needed IT advancements. For over 30 years, GWH&A has been providing solutions for the imaging and multi-media marketplace. Whether it's creating professional imaging systems, custom integration, film and video services, or product development, GWH&A has consistently been at the forefront of emerging technologies.

Original Environment

All systems in the video post production were linear editing standalone systems by Avid, which were unable to share storage. Utilizing the video content developed with the Sony Beta tape editing stations each editor had access to a workstation with Avid Symphony to complete projects yielding content stored and delivered on tape. All content remained on tape for future use with new video projects. As demand increased the project management became cumbersome as editors found themselves waiting in line to utilize the limited video tape resources. Movement to a shared storage solution where content is accessible by all editors at any given time was clearly the right direction to take.

Justification for the IT expenditures to install a new approach post production included:

- Increased demand for HD commercial spots.
- Increased demand for Video based Web content to support the multiple professional teams that are home to the Pepsi Center.
- The birth of Altitude Sports as a partner to the Pepsi Center post production team requires the movement to multiple video output formats.
- Drastic increase in projects is driving corresponding storage demand.

"The ability for us to share content is one of the big decision factors in going to a Dot Hill shared storage solution. Also, having a compatible system with Altitude Sports & Entertainment, our affiliate company, makes it easy to exchange video content quickly," stated, Luke Howell.

New Environment

- All systems in the new video post production moved to Mac-based workstations. On all of the video systems, the Pepsi Center has two network feeds: the public network which is the corporate network and a private network which is the Dot Hill SAN network.
- The Post Production group has a four seat shared storage solution all running Final Cut Pro software suite.
- All users are sharing the Dot Hill storage.
- One workstation dedicated for use by freelancers to primarily migration video content on tape to the Dot Hill disk arrays.
- There are two Xserve servers all running the Xsan file system over a 4Gb Fibre SAN.
- Now in places are two 24 TB DHS AssuredSAN 3720 systems to handle the storage data protection demands with 32TB usable data storage. This replaces ~ 5TB of storage with the previous IT infrastructure.
- High bandwidth Fibre Channel SAN network for the bandwidth to support various forms of HD video.



Results

The Pepsi Center upgraded from ~ 5TB to 48TB of storage capacity. Use of common elements and shared digital content resulted in more efficient use of storage capacity. In addition, the number of projects that can be supported has grown allowing the teams to be much more productive. The workflow mindset has changed, rendering times reduced, increased formats supported, resulting in expansion of customer projects. The staff at the Pepsi Center are excited about the change and the opportunity to future proof their IT infrastructure with the Dot Hill AssuredSAN array.



Pepsi Center Case Study

CUSTOMER BENEFITS AND OUTCOMES

Shared media has increased productivity

New systems support many more digital formats

Fibre Channel SAN has speeded workflows

Editors can collaborate in real time

AssuredSAN™ 3000

The AssuredSAN arrays are equipped with 2.5-inch drives or 3.5-inch drives, supporting mixed drive configurations of SAS, SATA, and SSDs. AssuredSAN arrays also features a number of eco-friendly enhancements such as energy saving drive-spin-down and Dot Hill's patented EcoStor™ battery-free alternative for cache memory, which leverages a combination of super capacitors and flash memory that outlasts traditional batteries nearly fivefold. Dot Hill's AssuredSAN 3000 Series arrays are easy to configure and manage via the RAIDar 2.0 intuitive web-based interface which provides storage setup and monitoring without the need for host-based software. AssuredSAN users gain configuration and installation efficiencies via wizards and schedulers for snapshots and replication. Optional AssuredSnap™, AssuredCopy™, and AssuredRemote™ data protection software is available offering necessary protection for business-critical applications. AssuredSnap and AssuredCopy data protection software can be easily added at the point of sale or afterwards, through the Try & Buy menu in the management interface.

Post Production Team Quotes

"The ability to share content with another editor without moving data to external storage devices was a significant breakthrough to enable us to handle the increased workload of projects."

"Since installing the Dot Hill storage array, there has been no interruption in workflow."

"Now people can collaborate on the same project simultaneously, or at staggered times. Anyone can log in to any of the edit suites and continue working on the project. This makes our post-production studio much more flexible and has cut down on overtime expenses."

"The benefits of the shared storage system are huge. Previously, we had three separate systems that made it very inefficient to share content. We were wasting a lot of time bringing content in from various video sources."

"The fact that we went with 8Gb/s Fibre Channel storage provided huge savings. This drastically increased productivity and efficiency within the post-production staff."

