



## **Technology from GLOOKAST and Object Matrix ensures Business Continuity and Drama Production Instant Availability at the largest production facility in Latin America.**

**Miami, Cardiff, and Rio de Janeiro** <> 15 April 2016: [GLOOKAST](#), innovator in MXF workflow solutions for broadcast and drama production and [Object Matrix](#), the leading developer of object storage and archive systems to the media and entertainment industry, announced today that they have deployed Disaster Recovery and Business Continuity platforms to [Globo](#) at its Rio de Janeiro state-of-art production facility (Studios Globo).

Globo, a world leading communications company, implemented end-to-end disaster recovery workflows using proven and integrated solutions from GLOOKAST and Object Matrix. The unique solution enables automated or on-demand archiving of content using Avid Interplay interface, making both full resolution and low resolution content available at both the main production center site and the disaster recovery location.

“Ensuring that work can continue at any of our production facilities is of paramount importance. We require not only seamless business continuity; but also an automated workflow, capable of ensuring that each and every project change, asset movement, clip editing, or asset deletion, would be immediately and automatically reflected in our disaster recovery site. After much consideration, we determined that implementing a disaster recovery strategy, using technology from GLOOKAST and Object Matrix, would bring technical, strategic, and commercial benefits to our company,” stated Mauricio Felix, Project and Support Technology Director. “Combining the ability for our editors to continue working regardless of local outages with the capability of seamlessly bringing content back to the primary location is what impressed us most”, he added.

A key part of Globo’s disaster recovery strategy is provided by GLOOKAST, using media|retriever, media|transformer and media|parker, from the intelligent Glooport family of products. Glooport media services are used to ensure working-resolution clips are created and made available, with all its metadata, to editors at the disaster recovery location. Glooport media|retriever is also used to ensure that partial, full resolution clips, can be restored on automatic background demand and checked into the Avid Interplay system located at the disaster recovery site.

MatrixStore object storage from Object Matrix was selected by Globo to guarantee data protection and availability across two locations, ensuring editors can access content at either site with little or no downtime. As Globo’s storage requirements continue to grow they also required a system that could scale inline with capacity, availability and workflow requirements.

“Globo selecting Object Matrix as a trusted storage partner is not only testament to the



strength of our product portfolio but also our ability to deliver solutions that solve problems specific to the Media and Entertainment industry.” **stated Nick Pearce, co-founder of Object Matrix.** “It provides Object Matrix with another highly prestigious broadcaster in the region and indicates that organizations are selecting future-proof platforms when it comes to choosing storage and disaster recovery infrastructure,” he added.

We are extremely proud of our Glooport products having been selected for such a large project at Studios Globo, adding to the multiple studios and field production automated ingest using our Gloopox product line. It certainly recognizes GLOOKAST’s leadership in solutions for high-end digital content production workflows,” said Edel Garcia, GLOOKAST’s EVP of Sales and Marketing. “Studios Globo is a truly worldwide reference in high-end digital content production, and this project was only possible with the unique vision and approach of Globo’s technology division and the integration skills of CIS Group’s engineering team, our distributor in Brazil. Globo’s project design and support teams worked closely with CIS Group, GLOOKAST and Object Matrix,” he added.

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#### **About CIS Group**

For more than 28 years CIS has been a distributor and digital media systems designer and integrator, providing innovative solutions for the Production, Broadcast, Content Distribution, Sports, Educational and Corporate market segments. Established in 1988, CIS delivers turnkey systems that combine proven broadcast, IT and storage technologies to enable full digital workflows. Headquartered in Davie-FL, CIS has offices in Brazil (Rio and Sao Paulo) and serves multiple markets in North and South America. For more information: [www.cisgroup.tv](http://www.cisgroup.tv)

#### **About GLOOKAST**

Established in 2009, GLOOKAST is redefining MXF-based broadcast and drama production workflows. Gloopox and Glooport family of products were developed from ground up with key capabilities to address news, sports, archive, disaster recovery, and post-production workflows. With a set of modular and highly customizable tools, GLOOKAST makes implementation of true multi-format, multi-resolution workflows a reality. GLOOKAST products are widely used by broadcasters, content producers, universities, and post-production facilities in the USA, Latin America and Europe. For more information: [www.glookast.com](http://www.glookast.com).

#### **About Object Matrix**

Object Matrix is the leading provider of object storage and nearline archive solutions to the media/entertainment industry. Based in Cardiff (UK), it has an impressive track record for providing tightly integrated digital preservation platforms and is trusted by global broadcasters, telcos, banks and utilities companies to ensure their video content is always available. Customers include Globo, Fox Sports, France Télévisions, BT, the BBC, Sony Pictures, NBC Universal, Deutsche Bank & the Miami Heat to name a few.



Object Matrix is comprised of a team of storage industry experts with a shared vision for high levels of data security combined with intuitive user interfaces. In addition to providing solutions and product integrations for the storage, search and retrieval of media assets, Object Matrix also provides consultancy, training, systems integration, and ongoing support services.

For more information visit [www.object-matrix.com](http://www.object-matrix.com)

#### **About Globo**

To be one of world's leading communications company is only possible with a lot of creativity, professionalism and investment in quality and innovation. Globo produces close to 2,500 annual hours of telenovelas and programs, as well as over 3,000 hours of telejournalism. Programs, series and interviews with a high standard of quality that receive nominations every year for the International Emmy Awards. Presently, the network covers 98.6% of Brazil's territory, reaching 99.5% of the population with 124 affiliated broadcasting stations spread over the states. More than 90% of the network's programming is produced in-house, which makes Globo the country's largest job provider for artists, authors, journalists and producers. Globo currently has approximately 12,000 employees.

For more information: [www.redeglobo.com.br](http://www.redeglobo.com.br)