

Case Study | Video Broadcast



Customer

Video Operations for
UNC Football

Challenge

Archive coaches' film
with a reliable hard disc
solution

Utilize current Blu-ray
technology

Solution

Rimage Professional™
5400N

*"Blu-ray technology is
ever expanding...I wanted
to be right there with it
so that we could continue
to archive our content in
the future."*

Chris Luke, Director of
Football Video Operations
University of Carolina

UNC Football Scores with Rimage's Archiving Solution

Chris Luke, Director of Football Video Operations for the University of Carolina, is faced with an important job: archiving the coaches' film. UNC records coaches' film to track and analyze the performance of their football team. The film helps coaches evaluate individual players, assess game-time strategies, as well as prepare for future opponents. Without it, the UNC team would be at a serious disadvantage. Luke was searching for an archive solution for his video media. He needed to be assured that, in case of a main server failure, the coaches would have a secure backup video to rely on.

The Challenge

Until Chris Luke was introduced to Rimage's solution, he had been archiving UNC's coaches' film on hard drives. Luke soon realized that this strategy created a precarious situation. If the main server failed, the football coaches would be unable to analyze their plays—an enormous drawback in today's coaching game.

As Luke explains, "We were just putting content on terabyte hard drives or standalone, portable hard drives." Chris needed an archive solution that he could depend on. If the team's original footage was lost due to an equipment or server failure, the coaches could insert the disc directly into their system without losing important data.

Another important factor in Chris's archiving need was integration. In order to be a winning option, the new archive solution must have the ability to integrate directly into UNC's DVSPORT editing and logging system. This would ensure a seamless content transition from camera and film to the editing and logging software and, finally, to the disc archive.

The Solution

Chris Luke found his video archiving solution in the Rimage Professional 5400N system. The 5400N is an automated file-based system that burns and prints CDs, DVDs and Blu-ray Discs™ for archival purposes. Not only can it be integrated into the UNC's DVSPORT video editing and logging software, but it can take media directly out of DVSPORT and copy it to DVDs or Blu-ray Discs for shelf archive.

Chris likes to be on the cutting edge of technology, and because he deals with video media on a regular basis, it's no wonder that the Blu-ray component of the 5400N was especially appealing. Blu-ray Discs are not only the best available option for recording video content, but they are quickly becoming the standard in optical archiving technology. As Luke explains, "Blu-ray technology is ever expanding. Right now, it's 25 GB on a disc; with dual layers, you've got 50 GB. Somebody just came out with a 100 GB disc, so the disc layers are ever expanding. I wanted to be right there with it so that we could continue to archive our content in the future."

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Chris Luke, Director of Football Video Operations
University of Carolina

Another strength of the Rimage system is its efficiency. Because the 5400N contains a built-in PC, network connections can be made to multiple inputs, including cameras and editing stations. This means that UNC’s video content can be archived directly from the team’s camera, a solution that carries both productivity and cost advantages.

In addition, Rimage’s software and technology allows all pertinent data to be saved with the archive, ensuring that nothing gets left behind. As Jason Evans, Rimage’s sports video specialist explains, “Everything with the 5400N system is file-based, and all the metadata carries over to the content that is archived.” This insightful technology ensures that if the coaches need to refer to a Blu-ray archive, all the information they need will be saved directly on the disc. The video and data files can be easily accessed, whenever they need it.

The Results

A Win-Win Situation

Rimage’s archiving technology has taken a significant load off of Chris Luke, his support staff and the team, ensuring that UNC’s video content is safe and secure. The 5400N is now

fully incorporated into the UNC football video department, completely syncing up with the DVSPORT editing system. Its automation features make copying content across multiple discs much easier on Luke. “If I have ten games on offense and only five can fit on each disc, Rimage will spread the content across two discs for me, and it knows to write ‘disc 1 of 2,’ ” Luke explains. “This gives me the opportunity to archive content and put it in a safe place, in case something happens.”

The short learning curve for Luke and his crew is another benefit. The Rimage system operates so intuitively that after just one day of training with the Rimage specialists, Luke’s assistant and IT support staff began running the 5400N on a daily basis. “I am very happy with the system so far,” says Luke.

A win for Chris Luke and his video crew is a win for UNC football. Thanks to Rimage’s safe, reliable and affordable 5400N solution, the coaches are more in control of their game-time destiny. With Rimage’s premier video archiving solutions on the team, UNC football can continue pursuing their path of excellence.