For Immediate Release

PIXELOGIC STANDARDIZES ON PIXIT MEDIA'S PIXSTOR STORAGE SOLUTION TO ENHANCE ITS MULTI-SITE, DIGITAL CONTENT SERVICES FOR THE MEDIA & ENTERTAINMENT INDUSTRY

Leading Provider of Localization and Distribution Services Serves Film Studios and Production Companies Faster and More Cost-effectively With PixStor Software-Defined-Storage

London, England, September XX, 2018. Pixit Media, the preeminent provider of software-defined storage solutions for the post-production and broadcast industries, today announced that Pixelogic will deploy its PixStor storage platform as an enterprise-wide data repository to better deliver production, distribution, security, and archiving services. The Burbank, CA-based firm will consolidate its four sites into a unified storage infrastructure to streamline production workflows, reduce costs, and enhance collaborations among its distributed teams of artists and technicians.

"Thanks to PixStor's next-generation storage architecture, we work faster and more efficiently, which elevates both our competitiveness and profitability," said Robert Seidel, chief executive officer, Pixelogic.

Pixelogic will adopt PixStor across its entire organization for client projects and cloud integration. The company federated its Burbank and London offices and will soon integrate its Culver City, CA and Cairo, Egypt facilities. The PixStor data-aware solution combines file, block, object, flash, disk, tape, and cloud storage into a globally-unified pool with limitless scalability and automated tiering.

"Pixelogic needed a resilient, highly-expandable solution to aggregate our distributed storage on a single platform with a global namespace," said Rick Soto, vice president of infrastructure, Pixelogic. "The solution had to speed our workflows, and be hardware agnostic and inexpensive to maintain. PixStor is the one tool that meets these needs today, as well as far into the future."

Using PixStor, Pixelogic tiers data to reduce storage costs and can consolidate backups and disaster recovery throughout the enterprise. The company can now extend its data infrastructure into the cloud for bursting needs and long-term archiving. The solution also bolsters security by integrating with Active Directory and ensuring only authorized customers and users access any particular file.

"Pixit Media tailored its software to our exacting business and technical requirements," said Soto. "It's more a partner than a vendor, a distinct and critical advantage for us going forward."

Pixelogic provides post post-production services such as localization for markets worldwide, sub-titling, and digital distribution for theaters, streaming, and DVDs. Its clients include 20th Century Fox, Amazon, Apple, Google, Lionsgate, Sony Pictures, Warner Brothers, and Paramount.

"Whereas the old tools break under today's content creation and distribution loads, PixStor delivers the performance and scalability to accelerate high-resolution workflows and store valuable assets more securely for less cost," said Barry Evans, CTO, Pixit Media. "With PixStor's innovative, multi-protocol technology, production houses can meet their clients' deadlines more efficiently."

Consolidating Storage for Speed & Efficiencies

Pixelogic deployed PixStor to ameliorate its storage environment, which was siloed across three continents and impeded workflows and project completions. Each site was dependent on expensive storage hardware and required its own backup and disaster recovery strategy, further draining budgets.

"Pixelogic's end-to-end standardization on PixStor illustrates how an innovative organization can overcome the business and IT challenges of the media and entertainment industry," said Ben Leaver, CEO, Pixit Media. "Demand for content relentlessly grows, new technologies like 4K video are swelling the size of digital files, and files must be easily accessed across multiple sites for workflows. By meeting these challenges, PixStor became the storage standard for content providers in the United Kingdom and is seeing similar growth in America."

About Pixit Media
Pixit Media develops software-defined solutions that meet the storage challenges of the media and entertainment industry. We offer next-generation technologies that eliminate storage siloes, accelerate workflows, facilitate global collaborations, and lower storage costs, all with unsurpassed performance and limitless scalability. Pixit Media is the de facto industry standard in the UK, and is expanding into Europe and the Americas. Leading content creation and distribution organizations worldwide deploy our solutions. Our clients have counted on us to deliver numerous Oscar, BAFTA, and Emmy-winning TV, film VFX, CGI, sports broadcasts, commercials, and music videos. To learn more, go to www.pixitmedia.com.

About PixStor
PixStor is a high performance, highly scalable, enterprise-class storage solution specifically designed for Media & Entertainment workflows. PixStor combines flash, disk, tape and cloud storage with affordable, high performance Ethernet into a unified system that's higher performing, limitless in scale and lower cost than traditional legacy solutions. Data moves seamlessly through many tiers of storage – from fast flash to cost-effective, high capacity object storage, all the way out to the cloud – depending on how frequently it needs to be accessed. This allows media organizations to accelerate high resolution workflows and store valuable assets more safely and economically.