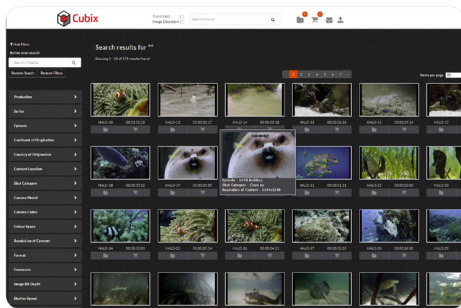


An introduction to Cubix Halo

Halo is Ortana's highly configurable, truly hybrid media orchestration platform that allows clients to seamlessly manage, index and orchestrate their media and metadata, both on premise and in the cloud.

Built using Ortana's Cubix platform you are able to define business rules and media workflows to suit your exact needs. Our ethos is that technology should wrap around you, not the other way around. With nearly 90 native API integrations across a broad range of technologies, Halo acts as your content orchestration hub.

This true hybrid approach is important for clients to be able to achieve the best of both by leveraging the scale and power of the cloud, but minimising costs by managing and processing content 'at the edge' where possible.



On-prem or BYOB - (Bring Your Own Bucket)

Halo is built using Cubix, our highly configurable orchestration platform, and so inherently is also highly configurable and adaptable. Content can be imported/ingested and indexed via a wide range of methods from simple watch folders, to full API integration and management of your preferred cloud storage partner, on-premise storage, and HSM. To see some of our API supported partners here. We have nearly 90 native API integrations and counting.

Content Import

Any on premise storage can be used with Halo including HSMs / LTO robots to allow Halo to perform a 'deep dive' on incoming content ingest, acquiring as much technical and editorial metadata about an asset as is possible. As well as video, live sources, image and audio, Halo reads camera metadata (inc. EXIF and BEXT) from all major DSLR and pro cine camera formats along with complex assets such as DPX sequences and DCPs.

AI/ML Orchestration

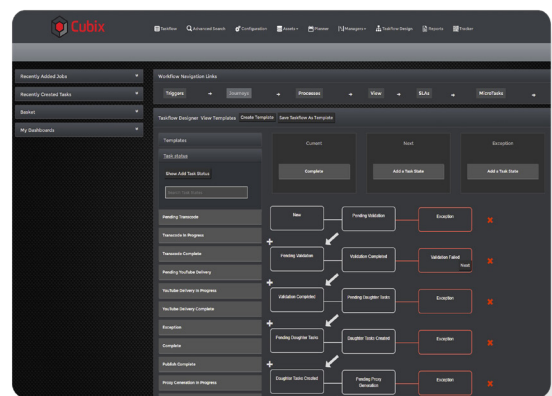
There's a plethora of AI/ML based services to choose from today, with new ones appearing seemingly daily. Halo includes the ability to securely orchestrate and index your content using a wide range of cloud-based AI/ML services, with the ability to 'drop in' new services as they appear. Halo achieves this without shipping your content wholesale to the cloud improving security, and saving on time and egress costs.

Halo can either drive your own accounts with our supported AI providers, or Ortana can provide a cost effective PAYG model for using AI as needed.

MediaRules & Content Sync

Ortana's MediaRules engine allows you to fully automate the task of media management, proxy gen, AI indexing, checksums and more. You can define your own content replication, deduplication, and purging rules between all your storage locations for both on-premise and cloud storage.

Halo works on a BYOB ("Bring Your Own Buckets") method by integrating with your own cloud storage accounts and on-premise infrastructure, and natively supports defining rules for archive storage classes, to automatically 'chill' content all the way down to Deep Glacier based on business rules.



Halo also supports:

- Video, audio, image and ancillary files (PDFs, XMLs, Office docs, etc.) as well as full multi-channel audio support (with up to 32 channels).
- Actively indexes your 'in use' storage on-premise/cloud/DropBox/Google Drive.
- Fully configurable editorial metadata schemas, asset tagging which allows media to come before the metadata, or visa versa.
- Transcoding and packaging as a service or on-premise transcode using open source or your own already deployed transcode facilities.
- Ortana's Portals for search, review, curation, distribution and publish.
- Custom workflows and access to the Cubix API allowing you to integrate Halo further into your own infrastructure.

Ortana believes in you having a chance to try the Halo platform within your environment, allowing you to see firsthand the benefits that it can offer your organisation, users, and supply chains. So, we offer a 30-day trial on one or more core workflows with the Halo Portal so you can use your own content and environment with the platform.

For more information, or to arrange a demonstration, please contact Ortana Media Group at hello@ortana.tv