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axle Video and Archiware Deliver Radically Simple, Affordable Media Management with Archiving

Breakthrough turnkey solution for small to mid-size media producers debuts at IBC

Boston, MA, and Munich, Germany – 1 September 2015. axle Video, the company redefining media management, and Archiware, a leader in archiving and backup software, have partnered to create a simple solution for organizing, archiving and retrieving media throughout the production process. The solution is targeted to meet the needs of postproduction, broadcast, sports, education, and any media content creators faced with the necessity to manage and protect a rising tide of media. The companies will be showing the joint solution at their respective booths in Hall 7 at IBC 2015 – axle Video is at stand 7.D07 and Archiware is at 7.G03.

The solution is based on the axle 2015 media management system, and Archiware P5 Archive software. The complimentary applications both offer an easy-to-use, browser-based UI, and work with almost any file system or storage. During production, users browse, select, log, collaborate, and approve using transparently created media proxies linked to the original media on archival storage. Archived media is cost-efficiently and safely moved to tape-based storage, and quickly retrieved when needed for mastering or repurposing.

"By and large, media producers are not adequately managing and protecting their valuable media assets, and have a growing number of disks and video tapes sitting on shelves," said Dr. Marc Batschkus, Business Development Manager, Archiware. "The complexity and cost of existing solutions has put them off, but with axle Video we have addressed the problem. The installation process is quick and operation is easier than ever with a very affordable starting point and ability to add functionality or expand later."

Archiware P5 Archive moves files offline and helps avoid constant expansion of expensive production storage. The axle Gear system works in real time to transparently catalog and create proxies of media. Through a web browser-based UI, users can browse, search, annotate, collaborate on, review, and approve media from any location. axle 2015 is compatible with nearly all file systems and media storage solutions.

"With the increasing proliferation of media, the complexity of production and delivery, and ongoing cost pressures, even smaller content creators realize that it's time for them to think about data management and archiving," said Sam Bogoch, CEO of axle Video, "and everyone needs to be prepared for user errors and catastrophic events. We believe our combined solution is the first to offer a turnkey media management plus archive integration that's simple, non-proprietary, and offers the key features and integration for fast, smooth, and location-independent workflow."   axle offers integration with Apple Final Cut Pro X, Adobe Premiere Pro and optionally Avid Media Composer. Axle also offers optional modules to handle migration from Apple's Final Cut Server, and integration with Adobe Anywhere.

The archiving solution includes axle 2015 software (€1,995 for 5 users) a new P5 integration module from axle (€1,995) plus Archiware P5 Archive Edition (prices starting at €2,000).

Availability
All products have been qualified to work together and are available now.

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About axle Video
axle Video is the pioneer in developing radically simple media management software. It solutions help small to mid-size organizations improve the way they create, share and store digital video content with media management solutions that are easy to install, use and afford. Its radically simple media management uniquely addresses a burgeoning need and has caught on rapidly among video professionals in post-production, education, broadcast, corporate, sports, house of worship, non-profit, advertising-marketing, and government organizations worldwide. At its introduction, axle Video's software was recognized with the IBC 2012 Best of Show award and at NAB 2013 with the prestigious DV Magazine Black Diamond and Post Picks awards. axle is a privately held company; its founders have extensive industry experience in media asset management for creative applications. The company is exhibiting at IBC 2015, stand 7.D07. Learn more at www.axlevideo.com.

About Archiware
Headquartered in Munich, Germany, and privately-held, Archiware is a manufacturer of data management software for backup, synchronization and archiving. Archiware P5 is used by more than 7000 companies in media, postproduction, broadcast, IT, print, design and other industries as well as universities, science and education institutions. The company is exhibiting at IBC 2015, stand 7.G03. For more information and download of the 30-day trial version go to www.archiware.com