April sales newsletter

Welcome to our special NAB Edition newsletter!

This special newsletter is packed with all the latest information about our upcoming software and hardware, as well some other exciting news that we can't wait to share.

First of all, happy birthday DDP! We are 10 years old now and thanks to the feedback from all of you that enables us to consistently improve and upgrade our products and services, we have become the leading manufacturer in the Storage market – surprising our competitors and delighting our clients!

We have come such a long way in the past ten years, it has been a truly exciting journey, and we hope that you will join us in making the next ten years every bit as successful and productive as the last ten.

Over the last two years we have created dozens of newsletters, full of important information, tips and tricks and we have packed them all into this zip file for you to access whenever you want. Please more particularly check our newsletter about caching. Feel free to share this newsletter with your clients and colleagues.

NAB what's new

First up we have exciting news about our latest hardware:

- DDP24EXR is our new JBOD chassis. This is an addition to the current DDP16EXR and DDP60EXR. We created this new JBOD chassis because you asked for it and we listened!

- DDP OS will come on SSDs in Raid 10 for faster boot up and be separated from Raids with data.

What about software

We are very excited to introduce you to DDP OS V5.

The upcoming V5 allows multiple DDPs on the same network to stream (and I/O) data in parallel, controlled by one master DDP which holds the metadata. It tells all

desktops connected to the network where to write or read the data to and from.

The important phrase here is ‘the same network’. Within a building with a GbE infrastructure, all connections are the same, and all desktops can access the data from somewhere on the DDP setup – global DDP consisting of multiple DDPs anywhere in the building.

With DDPs between different buildings, it starts to depend on the bandwidth of the various network components.

Let’s use a very extreme example…
Take KBS TV China and KBS TV USA. Suppose KBS TV USA has a Chinese co-worker in LA, who wants to see what is happening during a voice recording in Beijing. Now, suppose there is also a DDP in LA. Let’s also suppose the ingest solution in Beijing can record the original with a low-bandwidth proxy.

The original (high-res) will be recorded in Beijing on “Folder Volume China”, and depending on the bandwidth, the proxy can be recorded in LA on “Folder Volume China Proxy”, auditioned, and checked in LA, while the other recording continues in Beijing.

When required, original data can be copied within the global DDP. This can even happen under full control of a global, regional, or local supervisor, with full control of who has access when, where, and on which materials, etc. This means that sharing/administering of materials/metadata between users/desktops connected to a network of DDPs becomes as simple as sharing between desktops and users connected to one DDP. Nothing further is needed; it becomes transparent for all applications, including ingest and playout solutions.

Now let’s look at another example. There are three independent DDP16Ds in different departments, managed by different individuals. All three can be administered as one DDP, and additional ones, including DDPs for outside broadcast, can be added on the fly
(this means no powering off of DDP or reboots - for those of us who still can’t believe!).

So storage arrays can be added at the back end, anywhere, without changes in the front end. This is important because it means nobody has to be trained and no workflow changes are required.

Splitting data and metadata

With V4 and V5, the metadata is completely separated from the data. It is a small footprint that can be replicated, but the data itself remains on the DDP16D. When the

data is not load-balanced the ‘Folder Volumes’ addressing the other two DDPs can be used. When load-balanced only, the files on the other two DDPs can be used until the broken one has been repaired or replaced.

Then again, how often does a DDP break down? Almost never!
With a mirror option and Archiware application in V5, data can be ingested to the three DDP16Ds and mirrored to another one with sufficient capacity.

Redundant DDPs can be used as an active/active system.
Yes, you did read that right!
Think of a redundant DDP as two DDPs – each head with one or more DDP16EXRs, DDP24EXRs and/or DDP60EXRs – at the back end, with the SAS cables connected, but only one at the front end (active/active). When one head fails, the DDP switches the SAS bus, and only one head remains active. The switchover will be fast enough that no desktops need to be restarted and DDP ‘Folder Volumes’ remain connected.

Fantastic news, right?

Now all we need is that you to come along and ask us for a demo – seeing is believing!

NAB 2016 registration

For anyone coming to Las Vegas between 16-21 April, please register for your complementary Exhibits Pass ($150 value) and come to NAB as our special guest.

Guest Pass Code: LV6429

We have plenty of tea and coffee for all of you!

To finish on a high note, we also have a great video about our microDDP to show you…

Have a great Thursday!

Team DDP
