LMX CLOUD

A BROADCAST & MEDIA CLOUD PLATFORM

THE BROADCAST AND MEDIA LANDSCAPE IS CONSTANTLY EVOLVING, DRIVEN BY HIGH DEMAND FOR RICH CONTENT THAT NEEDS TO BE DELIVERED IN MULTIPLE FORMATS, TO MULTIPLE PLATFORMS, OFTEN ALL OVER THE WORLD. THIS EVOLUTION IS DRIVING THE NEED FOR BROADCASTERS, SERVICE PROVIDERS AND RIGHTS HOLDERS TO RAPIDLY DEPLOY NEW MEDIA WORFLOWS FASTER THAN EVER.

WHAT IS LMX CLOUD?

LMX Cloud is designed to assist customers on their journey to Cloud Native through infrastructure virtualisation and application containerisation, and ensure they enjoy the benefits of applying these Cloud techniques in a Media and Broadcast (M&B) IT environment.

Traditionally M&B houses would use single purpose, dedicated hardware for specific tasks, for example proprietary hardware for encoding, in-house servers for rendering and other for storage. Typical pain points include this mix of legacy hardware appliances with the added pressure of very specific storage requirements. With LMX Cloud, by virtualising legacy hardware solutions, our customers quickly realise the benefits of a Cloud approach with increased utilisation and decreased costs.

OUR CLOUD VALUE-ADD

We recognise that moving from bare-metal to Cloud Native by virtualising your entire infrastructure is a huge leap. LMX Cloud's value add is the ability to support bare-metal provisioning for certain legacy applications if required, enabling customers to make a gradual transition to Cloud-Native at a pace that suits them.

As well as virtualisation, our software also supports containerised applications with simplified management via Kubernetes. Containerising your business critical applications makes it easier to run them in any preferred Cloud environment, be it on premise with LMX Cloud or by bursting to public Cloud providers for low cost sporadic pricing when the demand dictates.

Fig 1. The LMX Cloud Stack for Broadcast & Media

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BROADCAST FROM THE CLOUD

The distribution element of the Broadcast industry has seen wide adoption of Cloud technology, with many of the larger OTT platforms now distributing video to viewers using Content Delivery Networks (CDNs) using scalable compute and networking resources that charge based on usage. LMX Cloud can help you migrate more of your broadcast chain to the cloud, be it private, public or hybrid.

LMX CONNECTIVITY

Connectivity is key to the Cloud. Especially in use cases involving high volumes of data – such as the movement of high bitrate video content – your connectivity into and out of the cloud can be a bottleneck. Our media optimised network can dramatically improve performance and bandwidth for moving data into and out of the cloud, and it also reduces the cost of egress.

THE BENEFITS OF CLOUD FOR BROADCAST

- Organizational flexibility, deliver more with less
- Reduced infrastructure costs
- Agile IT Infrastructure, scale as needed
- Rapid service deployment with automated provisioning, virtual resources, and modular building blocks
- Distributed media data centers
- Our Cloud-ready media network LMX Connect, supports service orchestration of media workloads, multi-tenancy, application containers, and validated Public/Private Cloud options

SOLUTIONS THAT SIMPLIFY

With LMX Cloud, our focus is flexibility, cost efficiency and bringing simplicity to the complex. Run your applications as bare metal, or virtualised or containers. Use as many or as few features of our platform as you require and ultimately split your infrastructure into Development and Production environments depending on mission critical applications – giving you a secure platform that simply and safely facilitates your cloud native infrastructure journey.

SUPPORTED APPLICATIONS

With a long history in the Broadcast and media industry, we can support a variety of Broadcast-centric use cases and services with our Cloud software, enabling you to:

Deliver **high quality low latency video content** using storage, networking, compute and GPU accelerated infrastructure

Store and preserve assets and content efficiently

Transcode and encode live and on-demand video assets, quickly and securely

Spin up GPU accelerated virtual machines quickly, and run big batch processing on your archived material to save on storage costs

Use AI tools to streamline time-consuming processes like content search and discovery and automatically enrich videos with intelligence using our machine learning capabilities

Scale your rendering pipeline with secure and performant cloud-native and hybrid rendering tools

Create and **collaborate on post-production workflows** seamlessly and securely in the cloud.

Enable your secure remote production infrastructure and **process traditional broadcast apps** in the cloud, to reduce costs and complexity

Bring your applications to the edge / **decentralise, reduce latency** (5G a good example)

Control your cloud journey at your pace and to suit your budget. Contact us today.