



Digitization of Media Fueling SMG's Race towards Olympics 2008

In preparation for the 2008 Summer Olympics in Beijing, China, SMG (Shanghai Media Group) has developed a comprehensive digital media broadcast strategy to provide programming to the world. SMG, one of the largest and influential News Broadcasters in China has created a Digital Media Asset Management technology foundation that gives them the ability to produce and ingest various contents (News, Sports, Drama/Documentary) once, and then deliver digitized content assets customized to fit multiple channels (Cable, WebTV, VOD, IPTV).

SMG has chosen Gorilla Technology and EMC, as strategic partners to supply their Automated MAM and Tiered Archiving solution. The combination of Gorilla's market-leading Automated Broadcasting Kernel Technologies with EMC's well-established expertise in Information Management Storage has started a new era in media asset management for SMG. The solution from Gorilla and EMC meets the heavy demands for automated workflows and end-to-end content management processes. The SMG Digital Asset Management foundation extends to every stage of broadcast content lifecycle – from tape ingestion to editing creation, content archiving, metadata creation and content reuse. This foundation also answers the need faced by all broadcast companies – one of managing the continuous growth of media content assets.

Gorilla's Automated MAM/Tiered Archive Solution tightly couples EMC's award-winning storage system, CLARiiON, with the Gorilla Automated Broadcasting solution in a jointly-developed, interoperable, scalable and flexible offering uniquely suited to the needs of the broadcast community.

Because SMG owns several news and broadcast channels it has a strong requirement for content sharing and media asset reuse. In the past this need was met by increasing media duplication and production costs. The new solution from Gorilla and EMC facilitates content sharing between news and other broadcast channels while decreasing production costs and gives SMG the ability to create programs customized to fit different channel requirements.

Now SMG has an easy-to-use media asset management system closely interconnected to their news production system and which utilizes a tiered content archive structure to eliminate the need for tape systems. One of the

solution's exclusive design concepts is Asset Virtualization -- the ability to automatically locate and retrieve for on-line usage any media asset – regardless of the storage location. Tape Librarians are empowered to manage files digitally – moving or deleting them to and from on-line, near-line, and deep archive storage. Broadcast programmers can make use of the Asset Visualization feature created by Gorilla to perform visual searching, browsing, and retrieval of content objects using the media portal during the editing process.

As the Digitalization Age charges on with full speed, China has evolved to become a crucial part of the Global economy. SMG, is a successful global example of one of the first broadcast digitalization uses in China. Gorilla, along with EMC, has and will continue to facilitate SMG in creating new business opportunities by repurposing their valued media assets to produce programs of higher quality and quantity with this end-to-end solution. Using this foundation, SMG can realize their ultimate digitalization goal. The Global visibility of the 2008 Olympics, insures that the broadcasting industry will be watching to see how technology can help solve today's media asset management and digitization needs

About EMC

EMC Corporation (NYSE: EMC) is the world leader in products, services and solutions for information management and storage that help organizations extract the maximum value from their information, at the lowest total cost, across every point in the information lifecycle. Information about EMC's products and services can be found at www.emc.com.

About Gorilla

Gorilla Science & Technology is the front-runner and provider of the most advanced technologies and solutions for broadcasters, and the leader of the few companies that have domain specific content management kernels. With Gorilla's vertical specific product-solutions of Automated MAM & Tiered Archiving, broadcasters and all professional content providers can much better manage, archive, and convert audio-visual contents into media assets for massively creation and repurposing.

Gorilla has a wealth of experience and well-established partnerships in helping broadcasters to increase profits, especially, at a time when digital explosion is most actively encouraging them to provide more channels, content, and services. For more information visit www.gorilla.com.tw