

NASA Case Study

Raw Footage Storage and Deep Asset Discovery

NASA needed a simple browser-based interface to manage and easily discover their raw archive footage that dates back 60+ years, in addition to all new content that will be generated. They wanted to consolidate their media into one centralized system that allowed them to upload and access files remotely and securely.

Customer Challenges:

NASA has a large library of assets that took a considerable amount of effort to access due to the various locations where the raw asset footage was being stored. This includes stand-alone hard-drives and disparate network storage locations. Their transition to a remote workforce increased the technological and logistical barriers to the job functions for their editors.

Customer Needs:

- Centrally manage assets and associated metadata (tagged content)
- Automatically perform AI processing on all video assets to uncover rich information inside each asset (transcriptions, face detection, object detection, etc.)
- Easily search for and discover information that is embedded inside archived videos
- Easy, secure access for administrators and outside distribution partners
- Easily add and remove user access based on permission levels
- Upload/downloading of files in a secure environment
- Folder creation and assignment
- Remote editing abilities



NASA Case Study

Raw Footage Storage and Deep Asset Discovery

Solution:

Nomad Media's out-of-the-box features fulfilled virtually all NASA's goals, and the Nomad Media cloud-based platform made it accessible to all NASA's users from their remote locations. The Nomad Media Platform was quickly deployed, immediately usable by all in their organization, and seamlessly integrated into their existing production workflow.

Key solution features included:

- Nomad Media's **Asset Manager** and associated user security management allowed NASA administrators to easily and securely manage and access their media library containing hundreds of TB of archived content.
- Nomad Media's **AI/ML Management** allowed NASA to automatically uncover rich information inside each video asset such as faces, transcriptions, and create subtitles. All generated metadata is then indexed and searchable.
- Nomad Media's **Content Portal** provided a secure deep search and discovery portal for all NASA's administrators and outside distribution partners to quickly find relevant content and associated metadata.
- The **Nomad Media-Adobe Premiere Connector** seamlessly provided in-app Adobe access to NASA's S3 stored assets, with the capability to edit assets directly inside Adobe, integrating Nomad's deep search and discovery features to streamline production workflow.



“**Finally** we can take 60 years of NASA images and footage and manage it all in one place. It’s boggling my mind to think about how easy this is going to be. Just to be able to tag our launches is going to be a game-changer!”

*-Ves Bennett
NASA Television Engineering*