An Ooyala Flex customer
Smoke & Mirrors

Customer Profile

• Smoke & Mirrors is a full-service, post production company, driven by creativity. They transform powerful ideas into visual reality for the advertising, film and music industries.

• S&M bring expertise and passion to a wide range of services; design & animation, shoot supervision, colour grading, visual effects and CGI. In addition, S&M have a dedicated print studio focusing on high-end design, retouching and photography.

• S&M have two sides to their post production business:

  • Creative for campaign and execution origination involving end-to-end pitch, shoot, production, post production and delivery

  • Localization for market adaptation international versioning for 100+ advertisers delivering to 134 markets around the world
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Customer Requirements and Challenges

To reduce production times so that the business can cost-effectively scale

To be more agile with a small team able to make changes quickly, reacting to challenges and opportunities

- **Complex business rules** for content QC, Transcode and Delivery
- **Deprecate legacy** systems which are end of life
- **Remove bottleneck** in tape based operations for growing volumes
- **Reduce admin overhead** for production staff
- **Minimise excessive email communication**
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Solution Architecture

Data driven tapeless workflows with over 100 scripted actions

Automation with intelligent role based task management

NLE
AUTODESK

Transcoding

gtelesystem
Vantage

Automatic QC

Tektronix
Aurora

Manual QC

Custom App

s&m
Atlas

Distribution

OOOYALA® FLEX
MEDIA PLATFORM
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Workflow

IMPORT
- Asset import and proxy workflow

PROCESS
- Broadcast auto QC
- Manual visual QC
- Manual QC
- Automatic QC

DELIVERY
- Client Approval QC
- Partner Transcode & Delivery workflow
- Finished Asset
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Gained Value

- Reduced post-production project delivery times by 85% by automating workflows and eliminating human errors and redundancy
- Helping a small team deliver big results
- Flexible architecture to react to challenges
- Increased automation to simplify processes
- Reduce human error and duplication

Reduced production times so that the business can cost-effectively scale