

CHESA CREATES HARMONY WITH A REVOLUTIONARY VIDEO STORAGE SOLUTION FOR THE **LA PHIL**



GUSTAVO DUDAMEL
MUSIC & ARTISTIC DIRECTOR

THE CLIENT: THE LOS ANGELES PHILHARMONIC

LA Phil is an internationally renowned orchestra led by Music and Artistic Director, **Gustavo Dudamel**. LA Phil is home to the iconic Walt Disney Concert Hall, the Hollywood Bowl, and The Ford amphitheater, representing a hub of musical excellence and innovation. Celebrating over a century of musical artistry since its beginning in 1918, the LA Phil has grown from a city symphony into a global ambassador of diverse musical genres.

Under the direction of Senior Information Technology Manager, **Meredith Reese**, the organization embarked on a transformative journey to digitize its vast archives of audio and video recordings, with a goal to ensure their preservation and accessibility for future generations.

FACING THE MUSIC: THE CHALLENGES

As the LA Phil neared its 100th anniversary, the monumental task of digitizing, organizing, and cataloging a century's worth of performances emerged as a critical priority. Reese, drawing upon her extensive experience in TV and film, identified the pressing need for a comprehensive digital asset management (DAM) system. This system was envisioned to act as a centralized digital repository, ensuring the preservation of these invaluable assets and making them globally accessible online.

Alongside the task of integrating the vast collection of existing assets into the newly implemented DAM platform, the challenge of efficiently ingesting newly created content presented itself. The prevailing process was exceedingly manual and time-consuming, resulting in a bottleneck that placed significant strain on the team, as they struggled to upload new content swiftly, leading to an ever-increasing backlog. This issue was further complicated by the onset of the COVID-19 pandemic, which introduced the complexity of a remote workforce into a system that had previously relied solely on an on-premises infrastructure and workflow.

ORCHESTRATING SOLUTIONS: CHESA'S ROLE

Enter CHESA, a name familiar to Reese from her previous industry experience, tasked with discovering the current pain points and bottlenecks within the current systems and workflows. The initial phase involved CHESA identifying specific pain points, user stories, and functional requirements through a comprehensive onsite discovery process alongside the LA Phil team. This involved engaging all stakeholders in detailed discussions, whiteboard strategy sessions, and site surveys to thoroughly capture their needs and the environment.

CHESA's analysis showed that the LA Phil predominantly relied on "AJA KiPro digital recorders," paired with nine strategically placed cameras, to capture content and ensure broad coverage of performances. This setup adequately fulfilled the fundamental requirement of recording camera streams to disk. However, it did not meet the advanced need for funneling all streams into a unified collaborative storage solution, nor did it facilitate remote access or collaborative workflows.

"The discovery process was educating, especially with the new territory of cloud captures and camera-to-cloud workflows... CHESA presented the idea of a live proof-of-concept, which allowed us to learn and improve with each concert recorded. This hands-on, agile approach enabled us to see immediate results and continuously enhance our system." – **Meredith Reese**,

Senior Information Technology Manager, The Los Angeles Philharmonic Association

Upon completing a comprehensive discovery, the CHESA Solutions Architect team devised a custom solution. This approach was informed by the wealth of data gathered and capitalized on CHESA's diverse technology portfolio, which has been meticulously curated over years to align with shifting industry dynamics. Key among these dynamics are the growing demands for enhanced cloud connectivity, as well as the development of cloud-centric platforms and workflows, designed expressly to support the exigencies of remote work.

This endeavor was characterized by two critical deployments: the **Walt Disney Concert Hall** and the **Hollywood Bowl**, each tailored to the distinct nuances of the venues and their operational dynamics.



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MEREDITH REESE

Senior IT Manager, The LA Phil

FIRST DEPLOYMENT: WALT DISNEY CONCERT HALL

The inaugural implementation at the Walt Disney Concert Hall was a groundbreaking step forward in technology. CHESA's innovative solution introduced several technologies that streamlined operations, enhanced redundancy, and facilitated remote collaboration. The initiative began by deploying an ingest software platform named Movie Recorder by Softron, executed on Mac minis. This setup was enhanced with video capture cards from BlackMagic, enabling direct video file storage on an onsite, all-flash NAS storage system. This upgrade aligned the system with current industry standards, providing each recorded camera signal with a backup version and centralizing storage for easy access by local editorial teams.

Elevating the solution further, CHESA incorporated Cloud NAS technology into the mix. Beyond local NAS storage recording, each video was simultaneously recorded to a Cloud NAS platform, LucidLink. LucidLink offers cloud storage capabilities with the performance of traditional on-premises NAS hardware, allowing remote, on-premises, or cloud-based workstations and servers to access the cloud filespace seamlessly. The significant benefit of LucidLink lies in its universal accessibility, ensuring that any workstation or server, regardless of its location, allowing remote teams real-time access to files for immediate editing, even as they were being captured.

SECOND DEPLOYMENT: HOLLYWOOD BOWL

The second deployment at the Hollywood Bowl mirrored the successful strategy implemented at the Walt Disney Concert Hall but adjusted for scale. With three cameras instead of nine, the system was optimized for the Bowl's operational needs, ensuring the same level of efficiency and accessibility at a smaller capacity.

This adaptation maintained the core principles of the first deployment:

- The integration of innovative recording technologies.
- Centralized on-premises and cloud-based NAS access.
- Real-time remote access and editorial.

The Hollywood Bowl's setup further underlined CHESA's ability to customize solutions based on venue-specific requirements, proving that flexibility and scalability were critical in their approach.

Integrating Innovation

At the heart of these deployments was the flawless integration of captured assets into the LA Phil's established Digital Asset Management (DAM) system. This integration was facilitated by Orangelogic, the creators of the Orange DAM system utilized by the LA Phil. Moreover, all assets are consistently backed up to AWS through a data orchestration platform known as DNAFabric by StorageDNA. This setup ensures a continuous active archive of all recorded materials.

Through this integration, the LA Phil has not only been able to store and safeguard its extensive archives but has also significantly improved accessibility and utility of these assets across the organization.



ENCORE: THE IMPACT OF CHESA'S SUPPORT

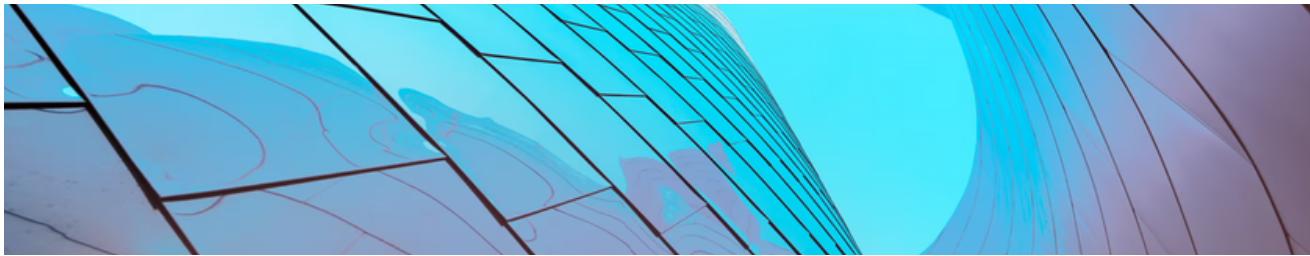
The dual deployments at the Walt Disney Concert Hall and the Hollywood Bowl represent CHESA's commitment to pushing the boundaries of technology in the performing arts sector. Reese's vision of adopting cutting-edge solutions and her willingness to explore paved the way for a partnership that transcended traditional media asset management. The results speak volumes:

- Instant access to recordings.
- Enhanced collaborative capabilities for remote teams.
- A robust, future-proof infrastructure that sets a new standard for the industry.

Through these initiatives, CHESA has not only addressed the immediate needs of the LA Phil but has also equipped them to embrace the digital future with confidence and creativity.

CHESA's approach was holistic, considering not just the immediate need for digitization but also the broader vision of making the LA Phil's archives accessible and ensuring they refrained from becoming antiquated. The pandemic emphasized the urgency for a digital pivot, propelling CHESA to design a system that facilitated remote collaboration and leveraged the Cloud for storage, editing, and distribution of content.

The partnership between CHESA and the LA Phil produced a state-of-the-art digital infrastructure that not only addressed the immediate challenges of media management but also set the stage for future innovation. CHESA's solutions enabled the LA Phil to capture and distribute performances in cutting-edge ways, reaching audiences globally despite the constraints imposed by the pandemic.



By fostering a collaborative environment that embraced the Cloud, CHESA ensured that the LA Phil could continue to fulfill its mission of bringing music to the masses, irrespective of physical barriers.

CHESA, through understanding and innovation, orchestrated a digital transformation that resonated with the LA Phil's legacy and future aspirations, ensuring that their historical and future contributions to the world of music are preserved and accessible to all.