



**2023**

# **MEDIA CATALOGUE**

[www.trackit.io](http://www.trackit.io)

# WHY CHOOSE TRACKIT ?

## AWS CLOUD CONSULTING & INTEGRATION

Founded in 2014, TrackIt is an AWS Advanced Tier Services Partner based in Marina del Rey, CA. Our expertise is in Media and Entertainment workflows, modern Cloud Native Software Development, and Managed Services .

### Media & Entertainment

- Studio in the Cloud
- Virtual Desktop Infrastructure
- Thinkbox Deadline Rendering
- AI/ML/Computervision
- Streaming Services
- VOD / OTT
- Transcoding
- Chime SDK
- Cloudfront CDN

### Cloud Native Software

- Infrastructure-as-Code
- Full Pipeline & Workloads
- Event-Driven / Serverless
- Front & Back-end / Full-Stack
- Application Modernization
- Re-factor & Full Re-write
- API Gateway Service Delivery
- Lambda Service Delivery
- DynamoDB Service Delivery

### Managed Services

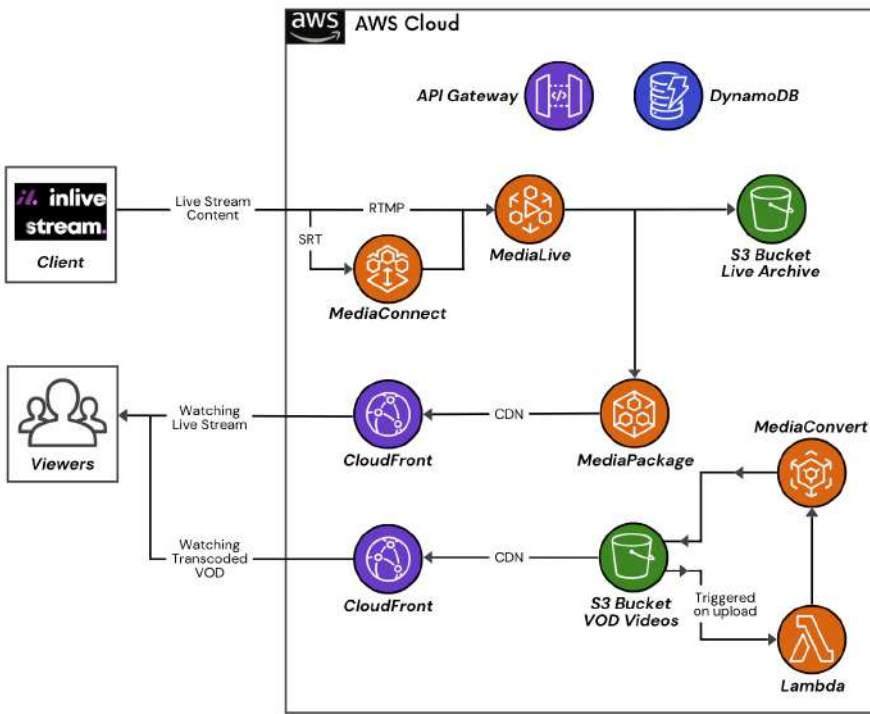
- 24x7x365 remediation
- Custom monitoring software
- Portal with custom dashboards
- Programmable alerts
- Coverage reports
- Cost analysis
- Well-Architected Framework reviews
- Media & Entertainment expertise

## OUR GROWING LIST OF PARTNERS



# STREAMING SERVICES

## STREAMING MEDIA – OUR EXPERTISE



With years of experience in the media and entertainment industry, TrackIt has developed a deep understanding of media workloads and pipelines. TrackIt specializes in creating dedicated streaming solutions, tailored to meet the unique needs of each client. Our self assessment questionnaire and solution architecture process allows us to quickly analyze requirements and specify solutions to design and deploy quickly.

## BENEFITS

- Unique customizable streaming content experience for end-users
- Fast and easy migration of VOD (Video On Demand) or OTT (Over The Top) to AWS
- Scale to handle fluctuations in volume and traffic without affecting performance
- Extended EPG (Electronic Programming Guides)
- Improved video quality and reduced buffering
- Multi-Language support for global audiences access
- Temporary content download while protecting DRM (Digital Rights Management)
- Comprehensive analysis of viewing data and audience engagement
- Reduce recurring high monthly subscription charges of common SaaS solutions
- Reduce capital investments in hardware and IT infrastructure

## COMPANIES WHO TRUST US



## PRICING

starting at **\$12,000**

# COMPUTER VISION

## CONTENT CREATION - OUR EXPERTISE

TrackIt specializes in utilizing computer vision technology for Media & Entertainment workflows, providing tailored solutions to improve efficiency and reduce operational costs. Our team of Solution Architects can optimize content workflows and provide valuable insights using computer vision technologies like Media2Cloud and ElasticSearch.

**Computer vision is AI trained to extract and interpret data from the visual world.**

- Recognize and analyze visual information such as images and videos.
- Automatically interpret and extract insights from visual data.
- Automate image and video analysis, object detection, and facial recognition.
- Make more informed decisions in real-time, and increase efficiency and productivity.
- Enhance the customer experience by providing personalized recommendations and improving the accuracy of searches.

**Media2Cloud is an open source project released and maintained by AWS Solutions to automate the process of extracting metadata from video.**

- Process large amounts of content in parallel, and scale as needed.
- Automated workflows to reduce manual labor and save on operational costs.
- Fast and efficient ingest and processing of media content in the cloud.
- Automate transcoding, creating proxies, and delivering content.
- Choose from a range of pre-built workflow templates, or create your own.

**OpenSearch is a powerful search engine that allows you to quickly index, search, and analyze large volumes of data in real-time.**

- Define data schema, specify search rules, and control how search results are presented.
- Optimized for speed and can handle high volumes of requests per second.
- Scalable for handling increased amounts of data and traffic.
- Open-source software provides control to modify and suit specific requirements.
- Role-based access control, encrypted communication, and auditing.

## COMPANIES WHO TRUST US



## PRICING

starting at **\$20,000**

[www.trackit.io](http://www.trackit.io)

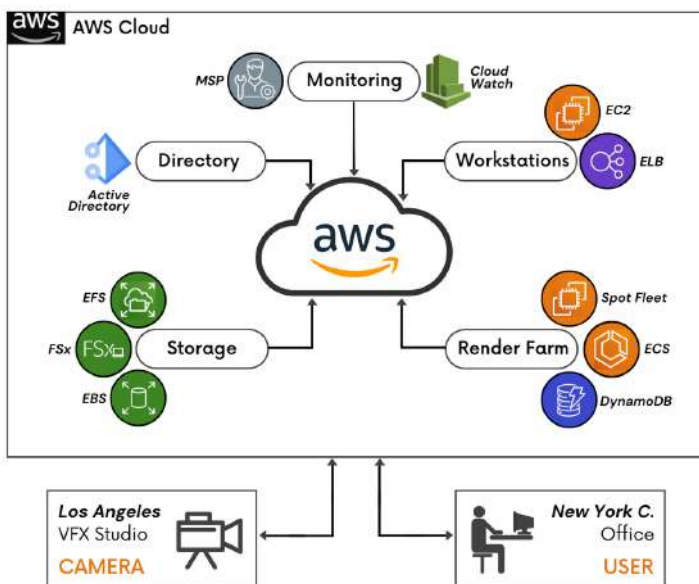
# STUDIO IN THE CLOUD

## TRACKIT CAN MIGRATE YOUR VFX AND POST-PRODUCTION TOOLS TO THE CLOUD.

Your video, photo and editing applications work directly from an AWS infrastructure. This solution gives you the ultimate in scalability, flexibility and cost efficiency. Remote workflows have now become a staple of editorial, VFX, color grading, and the review and approval process. Talent is no longer tied to one fixed location and have the collaborative freedom to work from anywhere.

- Reduced capital expenditures
- Pay-as-you-go, only for what you need billing model
- Geographic freedom to collaborate anywhere
- Instant technology and performance upgrades
- Scale up or down at will with production demands
- Highly reliable infrastructure with selectable redundancy
- Enhanced data security

**TrackIt can build a customized and fully cloud-based editing solution on AWS infrastructure using AWS Workspaces.**



TrackIt has its roots in the Hollywood Media and Entertainment industry, our team has evolved from the world of files transfers on spinning discs and server racks to the cutting edge of cloud computing. We know how to implement a variety of different workloads and pipelines to fit your budget and time constraints. We are one of the few elite AWS Advanced Tier Services partners focused on media workflows and software development.

## COMPANIES WHO TRUST US



## PRICING

starting at **\$15,000**

[www.trackit.io](http://www.trackit.io)

# STUDIO IN THE CLOUD

## CAMERA TO CLOUD

Leveraging the latest in Camera-to-Cloud technology, media & entertainment companies can now greatly accelerate their production and post-production workflows. Captured media content is secured and available to everyone in the production pipeline almost instantly.

## BENEFITS

- **Efficiency:** Reduce the need for multiple on-set data backups, physical transport and data transfers
- **Accessibility:** Access, review and collaborate, regardless of location.
- **Scalability:** Increase or decrease processing and editing infrastructure as needed.
- **Cost-effective:** Reduce the need for physical storage and insurance.
- **Security:** Protect against data loss or theft with access security, encryption and backup services.



# INTERACTIVE EXPERIENCES

## OUR TRACKIT EXPERTISE

TrackIt is one of the few AWS Advanced Consulting Partners who specialize in building low latency interactive video experiences that enhance the communication process.



**Want to build a multipoint communication platform like ZOOM? TrackIt can help with Amazon Chime SDK technology. How about an interactive live streaming service like Twitch? Let TrackIt design and implement an IVS that is completely customizable.**

TrackIt's expertise with API Integration, coupled with its focus in Modern Software Development and Media & Video workflows, make it an ideal partner to help integrate the Chime SDK or IVS platform tailored to your organization's needs.

**Amazon Chime SDK:** ACS provides the tools needed to build robust, real-time communication applications that can scale to meet the needs of any business.

- Develop custom video chat experiences
- Provides real-time, low latency streaming and screen sharing
- Scales to support thousands of concurrent users
- Encryption protects user data and ensures secure communication
- Supports desktop and mobile applications, and programming languages like JavaScript and Python

**IVS (Interactive Video Streaming):** IVS enables the development of immersive, real-time interactive video experiences that engage audiences and drive revenue.

- Low latency provides real-time interaction and enables engaging user experiences.
- SDKs for web and mobile development add real-time interactivity to applications.
- Offer tailored viewing experiences for different audiences
- Protect live streams from unauthorized access, and ensure security of content.
- Increased audience engagement with interactive live streaming experiences.
- Monetize your streaming content with bidirectional communication.



## COMPANIES WHO TRUST US

EpicStory.mx

BUNDLE

## PRICING

starting at \$20,000

# CLOUDWISE MANAGED SERVICES & WELL-ARCHITECTED FRAMEWORK

## CLOUDWISE

CloudWise is a Managed Service support contract for your AWS cloud environment offered by TrackIt. With CloudWise, Media and Entertainment organizations can maximize their cloud media workflows while keeping their internal resources focused on core business operations. CloudWise customers have access to interactive monitoring tools and a dedicated 24x7x365 team committed to maximizing the benefits of AWS.



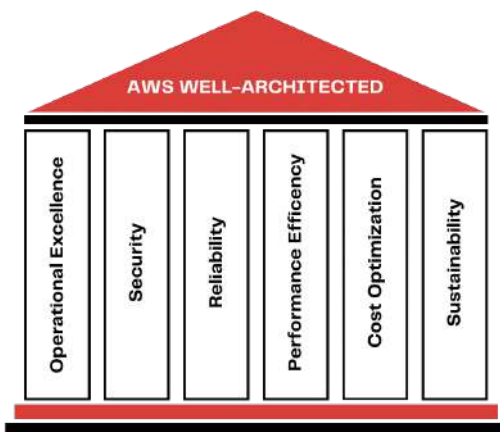
**AWS EXPERTISE** – Our deep understanding of AWS workflows and system requirements allows us to continuously improve cloud performance and uptime.

**DATA SECURITY** – Improved assurance with quarterly security reviews, ensuring that clients rest easy and know their content is secure

**COST OPTIMIZATION** – Tools like the Cost Management software, Tagbot, and Well-Architected reviews, we ensure client systems stay efficient and remain cost-effective.

**VISIBILITY & REPORTING** – Customized dashboard, programmable alerts, and regular reporting through exclusive TrackIt applications.

CloudWise includes annual AWS Well-Architected Reviews that guide you in building solutions and established best-practices for secure, reliable, scalable, and cost-effective AWS cloud solutions. These reviews are at no cost to you!



AWS Well-Architected Framework review is a structured process to analyze your workloads:

- Covers the 6 Pillars of a successful, efficient, and secure AWS workload.
- Includes a tactical infrastructure assessment for actionable improvements.
- Helps optimize workloads over time by identifying new architectural options.
- Can lead to more efficient, reliable, and cost-effective workloads.