

## MerseyTV Expands 'SHOOT TO DISK' Philosophy with Geevs Video Servers

As a continuation of their Shoot to Disk Production philosophy, Mersey TV has ordered 6 Dual Channel Geevs Video Servers from Gee Broadcast for the Production of the popular drama series Hollyoaks.

The adoption of Geevs for the existing Mersey TV set up fits in with Geevs ethos of 'Seamless Production' where users can Capture, Edit, Manage and Playout material seamlessly across a Storage Area Network.

Material for Hollyoaks is captured directly to a SAN using Geevs Record Client software, modified by the Geevs in-house software team specifically for Mersey's application. 'We had developed a particular method of operation for Hollyoaks which our production team were comfortable with' says Graham Deaves, Technical Director at Mersey TV 'with the standard software adapted specifically for our application we can continue that method'

Material recorded on the SAN by Geevs Servers is then edited on Lightworks Touch prior to delivery to Channel 4. Both media and metadata are shared by Geevs Servers and Lightworks Touch Editors to simplify the production process. Use of the SAN storage provides instant and shared access to the media by both the Servers and the Editors.

Gee Broadcast have also been awarded the contract to supply the 4 Terabyte expansion of Mersey TV's Data Direct SAN and to offer first line support for the entire 8 TB system

Geevs is a fully integrated Broadcast Video Server with applications in Transmission, Sports, Time Delay, Editing and Streaming applications.

### Contact

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