

# Emmy® Webcast Backstage Live! Selects ProMAX Platform Studio for a Supporting Role

Platform Studio shared storage server to provide on-site editorial workflow

Santa Ana, CA (September 20<sup>th</sup>, 2013) ProMAX Systems, the southern California-based builder of computer workstations and shared storage servers optimized for video editing and post production, has announced that their Platform Studio system has been selected to provide on-site editorial support for the 65<sup>th</sup> Primetime Emmy® Award's Backstage Live! webcast. During the show's telecast, a team of 5 editors will be creating segments on the Platform Studio that will be streamed via the Television Academy's website at [www.emmys.com](http://www.emmys.com).

The Television Academy's Production Consultant, Jennifer Connelly, has been configuring the backstage editing suite specifically to fit the needs of the webcast which will serve as a 2<sup>nd</sup> Screen companion show to the live telecast. She shares that her focus is, "to get our team the tools they need to make this production flow smoothly." During the Emmys Awards ceremony, Platform Studio's SHARE Module will provide 32 Terabytes of space that will receive footage from the live telecast and multiple backstage feeds from the Green Room, the "Thank You Cam" and the "Social Cam," in addition to serving as shared storage for editing the content for the online program.

This will be the 4<sup>th</sup> year that the Television Academy has produced an online accompaniment to the Emmy telecast. Editor and Media Manager for the webcast, Mike James Gallagher, has been on board each year as the production has grown to its current format of building compilations of the most recently presented awards, sketches and musical numbers, backstage interviews, and more. "Each year we've added more content to the webcast, and each year the system demands for quick uploads and performance have also increased," says Gallagher. "I contacted ProMAX for a solution to meet the growing workflow demands of the production and found that Platform Studio is like a 'one-stop-shop' with the ability to cover the shared storage needs of our editing team, with connectivity options and portability," he explains.

ProMAX's CEO Jess Hartmann, shares that, "Providing this type of on-site editorial capabilities is why we developed Platform Studio; to support smaller workgroups' shared storage and post production processes on location." He adds, "It's a great compliment to be

selected to play this role in producing ‘Backstage Live!’” Executive produced by Ken Ehrlich, the 65th Primetime Emmy Awards will be hosted by Neil Patrick Harris who also serves as a producer on the telecast. The telecast will air live from the NOKIA Theatre L.A. LIVE in Los Angeles on Sunday, September 22nd, (8:00 PM EDT live / 5:00 PM PDT live) on CBS. - See more at: <http://www.emmys.com/news>

## About ProMAX Systems:

ProMAX is the innovative provider of professional media technology solutions, specializing in the development, manufacture, and integration of high-end workstations, network servers and storage devices for video and media content creators around the world. The company has been providing expertly devised and supported end-to-end workflow solutions to the media and entertainment, enterprise, house of worship, education, and government sectors since 1994. Acquired by CEO Jess Hartmann in 2008, who is guiding the company’s expanding manufacturing operations and direct-to-end-user offerings, ProMAX remains a reliable resource for building a powerful IT infrastructure that supports the collaborative media production process. For more information, visit [www.promax.com](http://www.promax.com) and follow ProMAX Systems on Twitter and YouTube.

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