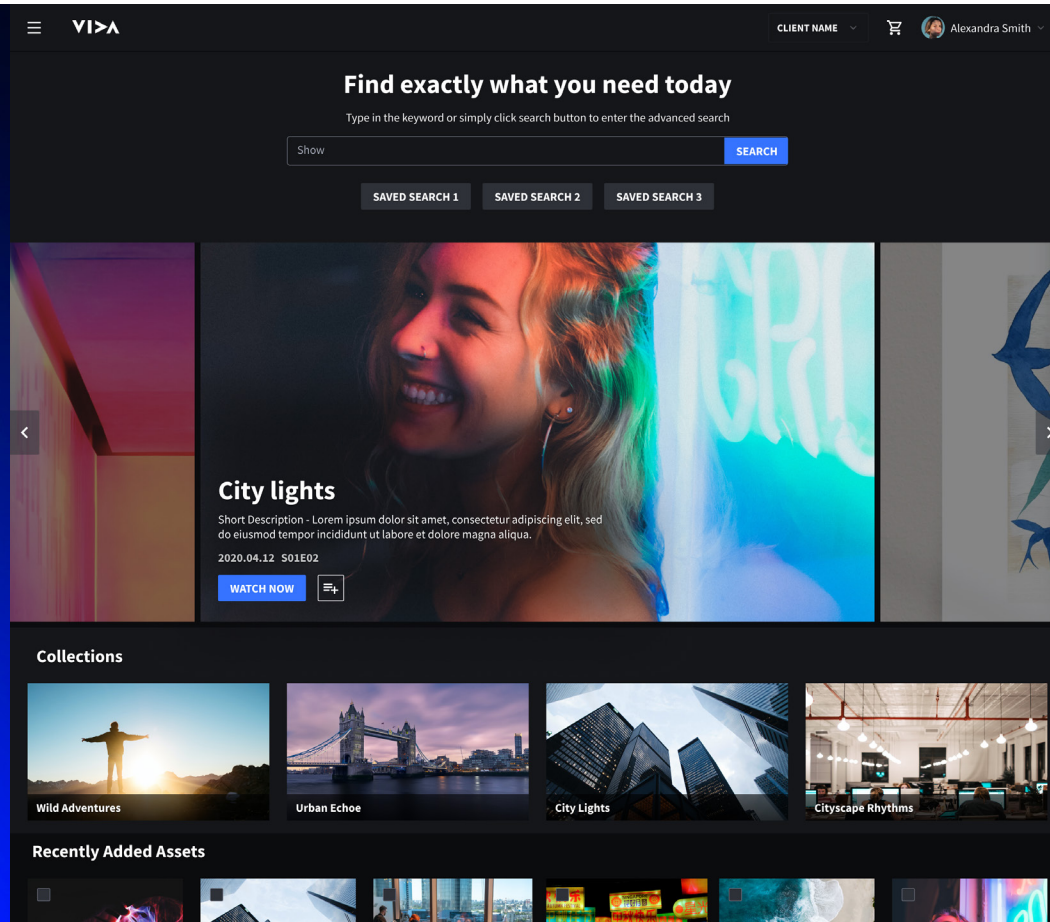**Dolby**

Dolby Hybrik helps VIDA process hundreds of thousands of jobs every month, including simple and complex transcodes, media analyses, file operations, AI transcription and more.

VIDA Content OS is a secure, cloud-native SaaS platform for storing, managing and distributing rich media content.

According to VIDA Founder and Managing Director Symon Roue, "In today's cloud-based, file-driven world of digital media supply chains, media and entertainment professionals need an entirely new set of tools to operate at maximum efficiency. VIDA gives content managers a secure, centralized and easy-to-use platform for optimizing and distributing valuable intellectual property. It's the ultimate foundational technology for keeping pace and scaling with the industry."

VIDA
CONTENT OS

Dolby

Who are your clients and what services do you provide to them?

VIDA Content Operating System was purposefully built to make every aspect of media asset management — from sales to production to distribution — easier and more efficient. Content managers can migrate entire libraries "as is" regardless of varying formats or specifications. Users can perform deep searches across multiple archives, view and choose assets, build clip collections, and create delivery-ready assets. VIDA Content OS performs many of the time-consuming, labor-intensive tasks required to keep library data clean and organized.

VIDA combines the best of cloud technology, on-demand media services, predictive automation, and industry expertise. The result is a unique and scalable content operating system that media and entertainment professionals can rely on for future growth, while still addressing the agility and hands-on workflows required for today's projects.

Dolby

"Dolby Hybrik has actually blown us away with its ability to handle anything we have thrown at it."

What first got you excited about Dolby Hybrik?

We were very impressed that many members of the Dolby Hybrik team came from a company that had originally developed groundbreaking video industry technology – a transcoding software solution we had used heavily in the past.

Has Hybrik lived up to your expectations?

Because of the engineering team heritage that first got us excited about Hybrik, our expectations were very high. Dolby Hybrik has actually blown us away with its ability to handle anything we have thrown at it.

What were your top drivers for choosing Hybrik?

- **Convenient Resource Management:** Hybrik automatically manages EC2, the Amazon Elastic Cloud Computing Web service that provides scalable computing capacity in the cloud. We simply submit the jobs, and Hybrik calls up the resources needed to complete the work.

- **Dependable Security:** Hybrik utilizes our AWS resources in our own Virtual Private cloud.

- **Cloud-Native Design:** Hybrik's ability to run in any AWS EC2 region is an invaluable asset for us.

- **Flexibility:** Hybrik allows for many non-transcode processes to run within its framework and allows us to easily manage custom processes via Docker containers.

Was Hybrik's pricing structure appealing?

The price structure was appealing for its straightforward, flat monthly fee approach. Plus, it lets us economically scale EC2 capacity up or down, depending on our workload.

What was the process of integrating Dolby Hybrik like?

The API made integrating Hybrik very easy. It could not have been any simpler.

Has Dolby been supportive?

The Dolby Hybrik Support team are one of the best we have worked with. They are always happy to assist with any profile setups or issues, and the integrated "Send to Support" function right in the UI makes resolving job issues easy.

Has using Dolby Hybrik changed your media processing workflow?

Hybrik has greatly simplified our resource management challenges, allowing us to focus on processing media rather than managing the resources.

Did you discover new advantages as you started working with it?

As the toolkit in Hybrik has expanded we've been able to include added features in our offering.