



base® partners with Dolby Hybrik to handle huge numbers of concurrent transcoding jobs for feature film, broadcast, and online video distribution clients.

base is on a mission to democratize cloud services for all businesses that work with digital media files. **base** removes the confusion, complexity and costs of the cloud and software-as-a-service market, by providing a single user experience, single service contract and transparent pricing model to customers. CEO Ben Foakes explained why **base** chose Dolby Hybrik to help power end-to-end broadcast content chains in the cloud and how it's working out for the company.



Who are base's clients and what services do you provide to them?

Premium brands and enterprise businesses including clients working in feature film, broadcast, and online video distribution integrate base into the core of their content chain for secure storage and digital asset management.

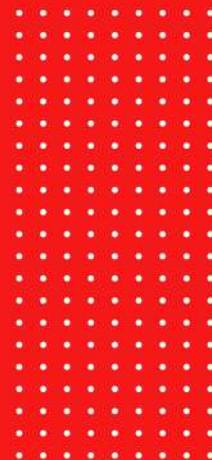
By connecting best-in-class digital media tools to a centralized cloud storage hub, **base** streamlines file management, collaboration, and delivery. Users can rapidly and economically distribute and monetize their content by using the **base** portal for sharing, publishing, selling and delivering large digital media files from the cloud storage hub directly to their partners.

Why did base decide to partner with Dolby Hybrik?

base continually tracks new technologies and products and when we heard of the Hybrik product in its early incarnations, we were delighted to see it was:

a) multi-cloud compatible, and b) a cost-effective alternative to other cloud media processing solutions on the market.

We are able to build, host and integrate Hybrik into our cloud-native platform. It's auto-scaling handles multiple concurrent processing jobs and it is compatible and configurable for professional broadcast mastering formats.





“Because Hybrik handles huge numbers of concurrent transcoding jobs, and also includes built-in AQC (automated quality control), we can integrate one tool into our platform to serve two essential purposes for our clients, at enterprise scale.”

How well does Hybrik integrate with base?

- Ability to build, host and integrate Hybrik into our cloud-native platform
- Predictability of licensing costs preferable to pay-per-use pricing
- Auto-scaling handles multiple concurrent processing jobs
- Compatibility and configurability for professional broadcast mastering formats
- Ease of development and integration for our Professional Services team

base developers are very experienced with complex cloud-native systems integration. As a result, the development with Dolby Hybrik was fast and efficient. Our Professional Services team includes transcoding experts who can also configure special profiles as part of custom client solutions.

How does base and Hybrik create a cloud media processing workflow?

The **base** cloud Transcoding & Automated Quality Control (AQC) solution for professional mastering formats is built around Hybrik. **base** leverages Hybrik within our cloud hosted solution and has developed custom API-level integrations with **base** Media Library services, enabling end-users to easily trigger complex mastering and QC jobs with a single click, or via workflow driven automation.

This solution saves a huge amount of time, labor, and cost for our cloud-based post-production clients, over more traditional, manual methods.

