

Digital Bedrock and axle Video Offer Integrated Solution at NAB

Companies announce partnership for digital preservation workflows

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[Digital Bedrock](#), an affordable, secure digital preservation service that protects and keeps digital assets evergreen, and axle Video, the leader in radically simple media management software, are announcing that axle has developed an export tool supporting Digital Bedrock's new service. Priced at \$195, it allows "one-click" export from axle 2017 software and the axle Gear software-appliance to Digital Bedrock's concierge archiving service. From the intuitively designed export tool interface, assets (along with their metadata) can be selected using axle's Approval button, and batch-exported in a file format that can be read directly by Digital Bedrock, for long-term, managed preservation.

Sam Bogoch, CEO of axle Video, said "This is an ideal solution for customers who want a radically simple user interface to archiving and digital preservation, without having to worry about engineering the back end of the system. Digital Bedrock's high-touch business model is very consistent with the way we approach customer support at axle, so we can be confident our joint customers will have a good experience."

The integration means that small and midsize teams working with valuable video content can seamlessly export metadata about that content to Digital Bedrock's service, along with the files themselves. The media and metadata are then brought into Digital Bedrock's workflow and managed from there. "We're thrilled to be working with axle Video and their prestigious roster of clients and partners worldwide," said Digital Bedrock founder Linda Tadic. "Performing full, managed digital preservation is a complex and costly endeavor for most organizations. Digital bits degrade, formats and software become obsolete, hard drives crash, and files are destroyed, lost, or hacked. At Digital Bedrock, we act as the client's staff and infrastructure, so the client has no need to hire or train staff in digital preservation functions, license software, or pay for infrastructure or high capital expenditures. Digital Bedrock was developed to do that work for clients so their funds and time can be spent on their core business. Clients provide their files to us, and we do the rest."

Digital Bedrock's staff interface with clients, so a client knows the people working with them. It is much more than anonymous Cloud-based data storage. Clients are provided with custom tools to help them select which digital content to preserve, to access and audit their assets at any time, and to implement a long-term preservation plan.

Each company will be reselling the other's products to its clients starting at NAB, and the joint workflow will be demonstrated in the axle (SL13609) and Digital Bedrock (SL15516) booths throughout the show.

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Keeping Your Digital Assets Safe and Evergreen

About Digital Bedrock

[Digital Bedrock](http://www.digitalbedrock.com/) provides secure, managed digital preservation services in an offline, secure architecture. Digital Bedrock (digitalbedrock.com) offers a unique, long-term digital asset preservation strategy across a wide variety of industries, from media and entertainment professionals, government agencies, businesses with intellectual property, to cultural heritage organizations, at a competitive price and with an unparalleled level of service. The company creates complex metadata about an asset's characteristics and dependencies, identifies long-term vulnerabilities, and monitors asset health over time by performing scheduled, bit-level fixity checks. Offline redundancy on LTO7 tape is provided in three geographically separated locations, with assets migrated as new storage media become available. In addition to its core preservation services, Digital Bedrock also offers collection management and consulting services. More information at <http://www.digitalbedrock.com/>

About axle Video.

axle Video LLC is the pioneer in developing radically simple software for media management and capture. Its solutions help small to mid-size organizations improve the way they gather, share and archive digital video content, with media management solutions that are easy to install, use and afford. Its radically simple media software uniquely addresses a burgeoning need and has caught on rapidly among video professionals in post-production, education, broadcast, corporate, sports, house of worship, non-profit, advertising-marketing, and government organizations worldwide. At its introduction, axle Video's software was recognized with the IBC 2012 Best of Show award and at NAB 2013 with the prestigious DV Magazine Black Diamond and Post Picks awards. axle Video is a privately held company; its founders have extensive industry experience in media asset management for creative applications. Learn more at www.axlevideo.com.

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