



Introducing Streampunk Media

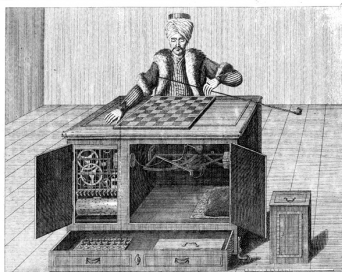
Streampunk Media Ltd is a brand new media technology company with a big ambition and vision - to democratize content production with commodity infrastructure. We want to enable professional media production in and for the web, personalising content delivery using the same technology platform as Google, Amazon, IBM etc..

For broadcasters, we believe that the transition to IP has to offer substantially more than like-for-like replacement of existing equipment - it must enable your business to take opportunities of IT and a tech-savvy audience. *THE* platform is defined by the IT industry, and for media, it has been proved as fit for purpose in file-based workflows, laptop-based editing and PC-based post production. Starting from a ground up implementation of the JT-NM Reference Architecture, the Streampunk approach is open-source and DIY, providing the expertise and tools to enable low-cost, virtualized infrastructure that can be deployed on demand.

The true value of a transition to IT will be the provision of creative services to content producers that transform how they work, with capabilities not limited by locations, formats and hierarchies. The founders of Streampunk Media are experienced media & technology professionals who understand:

- today's signals (SDI, ASI), file formats (MXF, MOV, WAV), streaming, editing and timing;
- the Internet, the web platform, cloud, data centre, how to make it fast and how it scales;
- emerging IP-based standards for media transport (TR-03, ASPEN, MPEG-DASH) & discovery (NMOS).

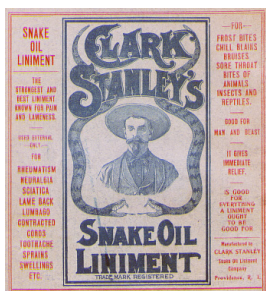
Just IP or for full blown IT? Try asking these questions ...



Mechanical Turk?

Draw back the curtain and nothing has changed?

- Router and switch are media-specific?
- Point-to-point layer 2 solution?
- Switching video with software-defined networking?
- Existing product with a thin skin of IP?
- Embedding ancillary data inside a signal? Use an API?



Snake oil?

Media-specific product of questionable or unverifiable benefit?

- Proprietary codec or protocol is required? Really?
- Running out of bandwidth - can you add an extra card?
- Supplier has the expertise to get 100% from CPU & GPU?
- Claims of energy efficiency & performance fairly measured?



Sleight of hand?

Looks like IT, smells like IT, is it IT?

- Single vendor app store? Why not MS/Google/Apple stores?
- Media-specialist expansion card required? No virtualisation?
- Compatible with enterprise IT security and auditing?
- Riding 40+ years of TCP/IP optimisation or re-inventing wheels?

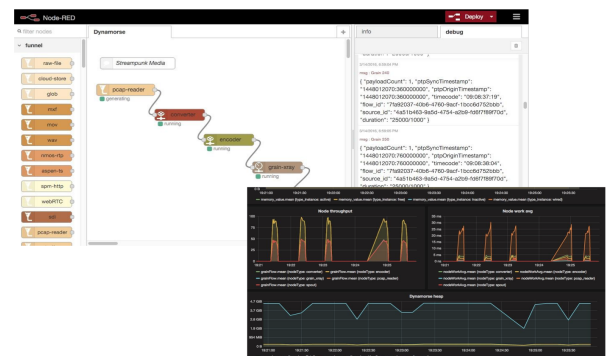
Steam-powered approach

Inspired by the steampunk subculture, Streampunk Media has a DIY ethic, going against the grain of established manufacturers by providing open-source solutions that are technically accessible to all. This is back-to-basics innovation, re-imagining stream-based content production for today's computing platforms and processes. Our software is written in Javascript (node.js), managed on github (<https://github.com/Streampunk>), automatically built in CircleCI, containerised using Docker and ready for deployment to your choice of cloud platform.

Prototypes in development ...

Dynamorse

IP swiss-army knife - a ground-up, open-source implementation of the JT-NM Reference Architecture, bringing IoT concepts to professional media. From laptops to cloud, draw infrastructure in browsers, then dynamically deploy and monitor it. Platform exploits reactive Internet technology to stream and transform SDI, RTP, TR-03, HTTP, WebRTC and files.



networked media
NMOS
open specifications

Ledger

Open source Javascript (node.js) implementation of the AMWA Network Media Open Specification. Supports dynamic registration, discovery and query of networked devices, from peer-to-peer up to multiple sites. Control and track of multi-vendor virtual infrastructure now the cables have gone.

Automaton

Low-cost PTP grand master clock with GPS receiver running on a Raspberry Pi computer. Also bundled is the Ledger registration service, creating a low-cost JT-NM reference architecture lab. Also suitable for small local and remote production environments.



Future products will include professional stream-based editing capabilities built into the web.



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