

Thunderbolt™ Enables Media Editing Directly from QNAP Private Cloud

The QNAP Thunderbolt™ NAS solution provides 10 GbE speeds to NAS, providing a powerful host, and storage appliance for multiple creative users in a studio or small business.



“The QNAP Thunderbolt NAS solution reinvents the private cloud, combining the best of DAS and NAS.”

James Wu,
QNAP Systems, Inc.



Challenge

Content is king, especially when it comes to storing, editing, and backing up large file sizes. Photographers, videographers, animators, and art directors are generating more content on more devices to keep up with increasing consumer demand. Currently, these studios or small businesses rely heavily on direct attached storage (DAS) when designing and editing their raw files.

Establishing a private cloud with network attached storage (NAS) offers remote backup and accessibility advantages over DAS, but the criticism of using NAS for editing has always been that its speed and performance was dependent on the bandwidth available over the IP network. The only way for creative users to work productively from private cloud storage was to purchase an additional 10 Gigabit Ethernet (GbE) card and a 10GbE network switch, which was too costly and too difficult to manage for most small businesses.

Solution

The QNAP Thunderbolt™ NAS solution, featuring Intel® Core™ processors, allows creative users to work with

files directly off of a private cloud at speeds of 10GbE¹ using any Mac or PC with a Thunderbolt™ 2 port. As a host and storage appliance, the QNAP Thunderbolt NAS makes 4K Ultra High Definition video playback, transcoding, and on-the-fly editing—in addition to file sharing, remote access, and backup—an affordable reality for small businesses.

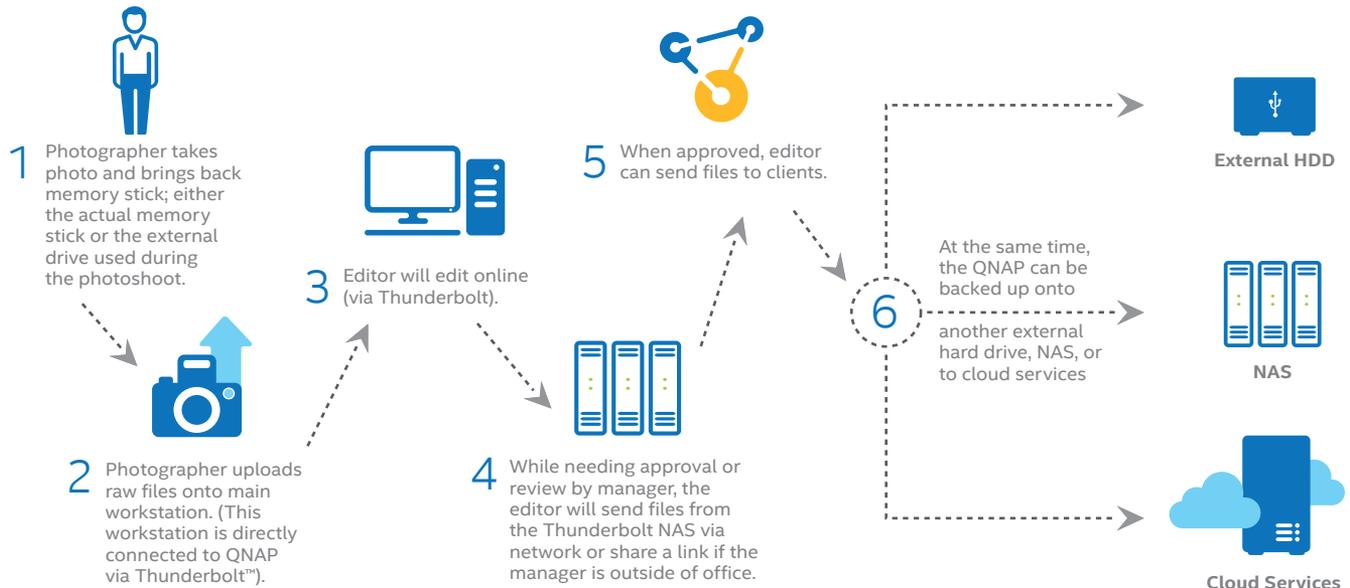
As a “quality network appliance provider,” QNAP provides cutting edge NAS and network video recorder (NVR) solutions for enterprises, small and medium businesses, and personal applications.

“For any computer with a Thunderbolt 2 port, this is a path to add 10GbE within your work environment,” said Jason Ziller, Thunderbolt Marketing Director for Intel. “Thunderbolt 2 provides 10GbE speeds to NAS, and this solution from QNAP essentially gives users a 10GbE connection for free. Users can ingest, edit, and resave data faster, providing faster workflows and increased productivity.”

For the creative users that rely more on DAS, the QNAP Thunderbolt NAS solution helps overcome the frustration of not being able to access files remotely or share files over the same network.

“We designed the QNAP Thunderbolt NAS solution for creative users working

Workflow Use Case – Photography



with large video and design files, but any small business that wants the private cloud advantages of NAS with the storage capabilities of a DAS solution will find value in this,” said James Wu of QNAP.

Compared to DAS, Thunderbolt NAS provides:

- **Improved productivity and work efficiency.**

First, Thunderbolt speed enables immediate online editing, which has not previously been available in a NAS solution. Second, eliminating the need to save files on other external drives for sharing simplifies the workflow. Third, multiple users can access and work with files simultaneously. Finally, administrators can control access to

data by creating user credentials that authorize access to dedicated folders.

- **Backup and file protection.**

Users have the option to back up files to external cloud services (for example, Dropbox*, Google Drive*, Amazon S3*, and Windows Azure*), to another QNAP NAS appliance with real-time remote replication, or to another external drive. By automatically encrypting files in shared folders, only permitted users can access the data, limiting security and privacy risks.

- **Mobile access.**

Users can stream media (video and music) files on their mobile devices, automatically upload images, and even shutdown and restart the QNAP Thunderbolt NAS remotely.

QNAP Thunderbolt NAS includes the QNAP QTS OS plus other features such as File Station, Photo Station, Music Station, and App Center.

Customers can choose from models with four, six, or eight bays as well as the Intel® Core™ i3-4150 processor, Intel® Core™ i5-4590S processor, or Intel® Core™ i7-4790S processor.

“Speed is the key for creative users,” said Wu. “Photos, videos, 3D animation... these are huge files they’re working with, and by combining Thunderbolt with Intel Core processors, the QNAP Thunderbolt NAS solution reinvents the private cloud, combining the best of DAS and NAS.”

Learn more about the QNAP Thunderbolt NAS solution at <http://go.qnap.com/thunderbolt>.

¹ As compared to other PC I/O connection technologies including eSATA, USB, and IEEE 1394 Firewire.* Performance will vary depending on the specific hardware and software used. For more information go to <http://www.intel.com/technology/io/thunderbolt/index.htm>.

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