

EditShare Deploys Arista Networks for Collaborative Workgroup Editing in Media and Entertainment

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EDITSHARE DEPLOYS ARISTA
NETWORKS FOR COLLABORATIVE
WORKGROUP EDITING IN MEDIA
AND ENTERTAINMENT

Arista 7050 Series Switches deployed in Workflow Scenarios for Editshare

Arista Booth: SL14210

Las Vegas, NV- April 8, 2013--Arista Networks today announced that EditShare, Inc. will incorporate **Arista 7050T-52**, 10GBASE-T, low-latency switches for its networked shared storage architecture and collaborative editing solutions. The combination of Arista and EditShare enables unprecedented agility and collaboration across tapeless, end-to-end workflows in post-production, TV and film industries.

“With 10GbE it’s like night and day – workstations connecting to EditShare architectures through the Arista 1G/10GBASE-T switches transfer files in a snap” said Andy Liebman, CEO and Founder of EditShare.

The affordability, reduction in workflow latency and power of 10GbE over copper, enables a stronger creative process through uninterrupted editing and collaboration. Teams get projects done faster with more impactful content.

As with all Arista switches, Arista EOS (extensible operating system), simplifies network administration with advanced monitoring and automation capabilities. Because EOS is built upon a stable open-source Linux core,

EditShare added a custom web-GUI to make the switches appear as EditShare devices which are also Linux-based. This provides non-technical customers an automated process for switch configuration and management to quickly deploy and characterize high performance over a wide range of existing workstation configurations at 1GbE and new platforms at 10GbE.

The Arista 7050T-52 Series switches provide 48 ports of 100/1000/10GBASE-T to server and storage nodes, supporting existing cabling of distances up to 100 meters. This supports the existing connection to 1GbE workstations and to those who migrate to 10GbE without intrusive process, making this solution a quick, compelling, and cost-effective deployment.

EditShare's groundbreaking products are designed to improve efficiency and workflow collaboration every step of the way. They include video capture and playout servers, high-performance central shared storage, archiving and backup software, media asset management, and Lightworks – the world's first three-platform (Windows/OS X/Linux) professional non-linear video editing application (NLE).

About Arista

The company was founded to deliver software defined cloud networking solutions for large data center and computing environments. Arista's award-winning 10 GbE switches redefine scalability, robustness, and price-performance, with more than one million cloud networking ports being deployed worldwide. At the core of Arista's platform is **EOS**, the world's most advanced network operating system. Arista Networks products are available worldwide through distribution partners, systems integrators and resellers.

Additional information and resources on today's announcement can be found at: <https://www.arista.com>

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