**<u>axle introduces radically simple media management
for video professionals</u>**

*Starting at $1295 USD, new solution integrates local and cloud
technologies to optimize workflows for small-to-midsized production teams*

Boston, MA – August 23, 2012 - **axle** video, a startup focused on making media management simple and cost effective for small to midsized production teams, today introduced axle™ 1.0, a media management solution for video professionals. **axle** lets video producers, small post production teams and owners of video libraries organize, annotate, search and comment on their media through a simple web interface without complexity or headaches. **axle** is based around two powerful concepts:

- Radical simplicity: **axle** is focused on keeping out of the user's way by minimizing changes to existing file organizations and workflows. Unlike other systems where media must be explicitly checked in and out or stored in special directories, **axle** monitors the user's file system, automatically keeping track of files as they are newly ingested or deleted and accessing the database through an easy to use web browser interface.

- Hybrid Cloud: **axle** integrates local and cloud media management. For each new media asset detected, a low-resolution proxy is created and delivered to a local streaming server and then optionally uploaded to the cloud. Users within the facility can collaborate with each other or with remote users on the same media through the same interface eliminating the need for separate local and cloud media management tools.

The **axle** server runs on a Mac mini, can monitor all standard file systems and SANs and is compatible with files from all the major content creation tool vendors such as Apple, Adobe and Avid. **axle** enables users to view, annotate, log, comment, upload, download and review and approve material from wherever they are located and on whatever device they choose, including Macs, PCs, IPads, IPhones and Android phones.

"As we talked to video producers, we were struck by the lack of a simple and inexpensive media management tool in the market, and the false debate between local and cloud." notes Sam Bogoch, axle video's CEO, "Existing solutions are either aimed at large enterprise accounts, too expensive, or not available to be run directly on your existing media drive or SAN. We were inspired to make a tool that offers the simplicity of an iPad app – but provides all the functionality that a small team would need to organize their footage for a film project, manage their video library, or exchange media with suppliers and clients. We're able to optimize the experience for the platform they're on, whether local or cloud."

*"**axle** is the piece that has been missing from the production puzzle" said Colin Brougham of Brougham Media in Michigan. "While media production tools have become more affordable and more accessible, the ability to access and organize media has been out of reach for small teams like mine. **axle** finally changes that. I get the power I need, the simplicity I want, at a price that's realistic--and my clients benefit, as well."*

axle 1.0 will be priced at $1295 per 5 users for the software, and $295/year for the cloud streaming option. Users can learn more at http://www.axlevideo.com or check it out in person at IBC in Amsterdam (Hall 5, Booth 5.C06) from September 7th – 11th.

About axle

axle video, LLC is a Boston-based company aiming to bring radical simplicity to media management applications for small and midsize workgroups. Its founders, Sam Bogoch, Steve Ryan and Patrice Gouttebel, all have extensive experience in the fields of media asset management, digital asset management and workflows for creative applications.

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