Success Story

With conversational AI in the cards

Memory cards that keep up with volumetric 6K video capture for innovative conversational AI

Exascend

Introduction

Important stories make the biggest impact when told by the person who experienced them. And what is better than having a conversation with the storyteller themselves?

StoryFile, an Exascend customer, combines advanced conversational artificial intelligence with ultra-fidelity cinematography to create authentic and impactful conversational experiences. With their technology, you can have conversations with Holocaust survivors, celebrities and loved family members to learn about their experiences, lives and views – just like they are across the table with you.

Exascend provided cinematography-optimized CFast cards with sustained performance that can keep up with StoryFile's volumetric 6K video workloads.

In their state-of-the-art studio, StoryFile captures the footage that brings important stories to life with an 18-camera rig. With the main camera Blackmagic URSA Mini Pro 12K capturing footage, the entire setup generates tremendous amounts of data that StoryFile's unique software combines into a truly lifelike rendition of the storyteller and their stories.

However, it takes more than your average memory card to capture all that valuable footage without interruption or data corruption. That is why StoryFile reached out to Exascend to take care of its data storage needs.

Challenges

- Shooting volumetric footage on high-end camera systems such as the Blackmagic URSA Mini Pro 12K requires extreme memory card write speeds.
- Long takes of up to 45 minutes demands high sustained performance, not just high burst performance.
- Offloading footage recorded with an 18-camera rig is extremely time-consuming.

Solution

Exascend Essential CFast 2.0 (1 TB)

- Exascend partners with leading cinematography camera system manufacturers to provide memory cards with firmware optimized for each camera's unique workloads and recording modes.
- Exascend's exclusive SuperCruise™ technology optimizes memory card write behavior for stability, guaranteeing unwavering sustained write performance.
- Ultra-fast 520 MB/s sustained read performance allows offloading of volumetric footage in no time.

Product information

Exascend Essential CFast 2.0

- CFast 2.0 form factor
- Up to 1 TB capacity
- 520 MB/s sustained read speed
- 500 MB/s sustained write speed

Result

By equipping all the camera systems in their camera rig with Exascend Essential CFast 2.0 1 TB cards, StoryFile eliminated the risk of interruptions and data corruption caused by overworked and underperforming memory cards. Moreover, the faster offloading speed using Exascend's CFast cards drastically reduced the time it takes for StoryFile to go from studio to postproduction.

After upgrading to Exascend's cinematography storage solutions, StoryFile no longer needs to worry about storage issues across 18-camera systems. Instead, the company can focus on bringing important stories to life with their innovative technologies.