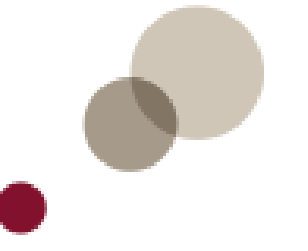# Cam™

TAMING THE FIREHOSE OF MEDIA FILES

Sam Bogoch, CEO, axle Video
sam@axlevideo.com

axle
radically simple
media management

Pro video cameras, DSLRs and Action Cams are a global market totalling over $10 billion/year.

axle

radically simple
media management
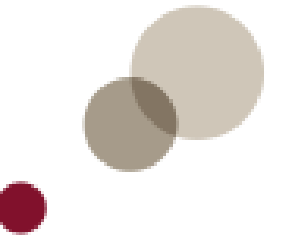
Video footage accounts for about
100 Exabytes per year of new storage,
approximately 7 percent of the total
storage sold worldwide for any reason.

axle

radically simple
media management
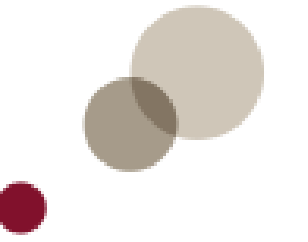
1 **Exabyte** = 1,000 Petabytes
1 Petabyte = 1,000 Terabytes

axle

radically simple
media management
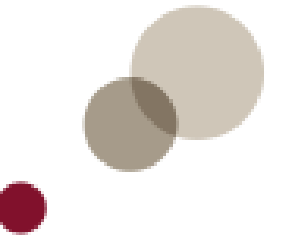
axle Cam™ - Taming the Firehose

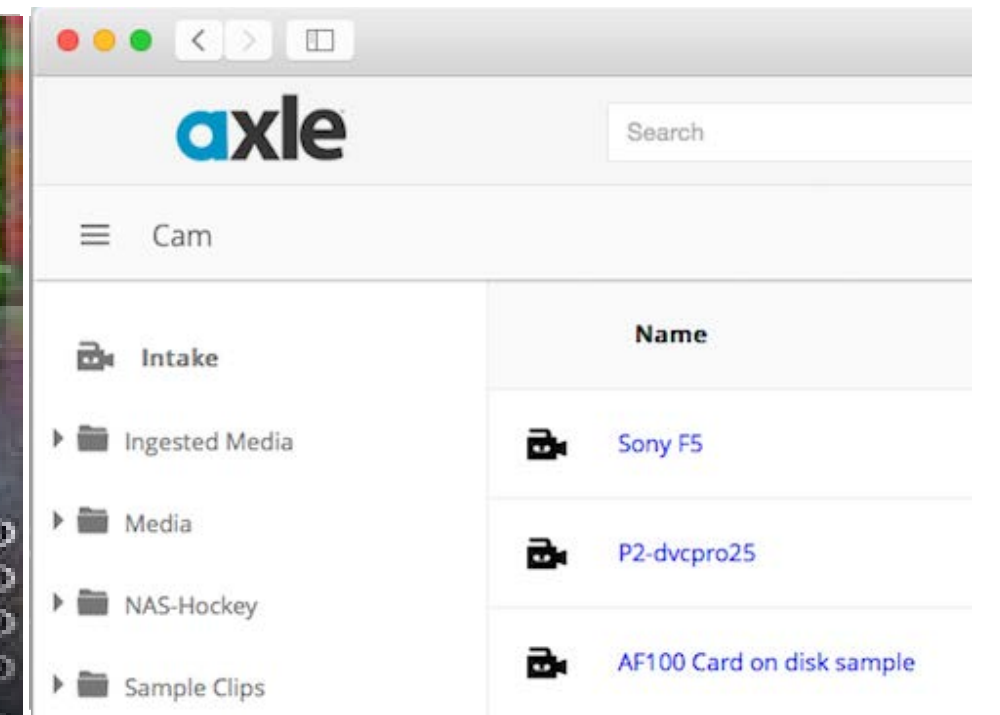Learn how Meg Hanley uses axle to manage a large, online video library without an IT staff.

Learn how Craig Reed uses axle to power Berklee Online's groundbreaking music education.

Learn how Rhett McClure uses axle to help Snitily Carr meet its customer's needs.

Learn why Michael Brassert chose axle for TheStreet.com's rapid news workflow.

Who is axle Video?   Who uses our software?   What does Cam do?   Technical demo

axle
radically simple
media management

Who is axle Video?

Founded in 2012

3 Cofounders

Boston HQ

"Radically Simple" media management

Rapid growth - revenues more than 2X each year

Responding to the unmet needs of the video market

Best of Show awards at IBC, NAB

Learn how Meg Hanley uses axle to manage a large, online video library without an IT staff.

Learn how Craig Reed uses axle to power Berklee Online's groundbreaking music education.

Learn how Rhett McClure uses axle to help Snitily Carr meet its customer's needs.

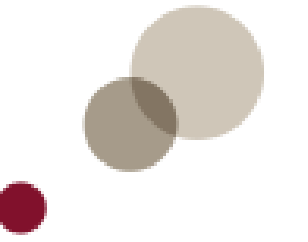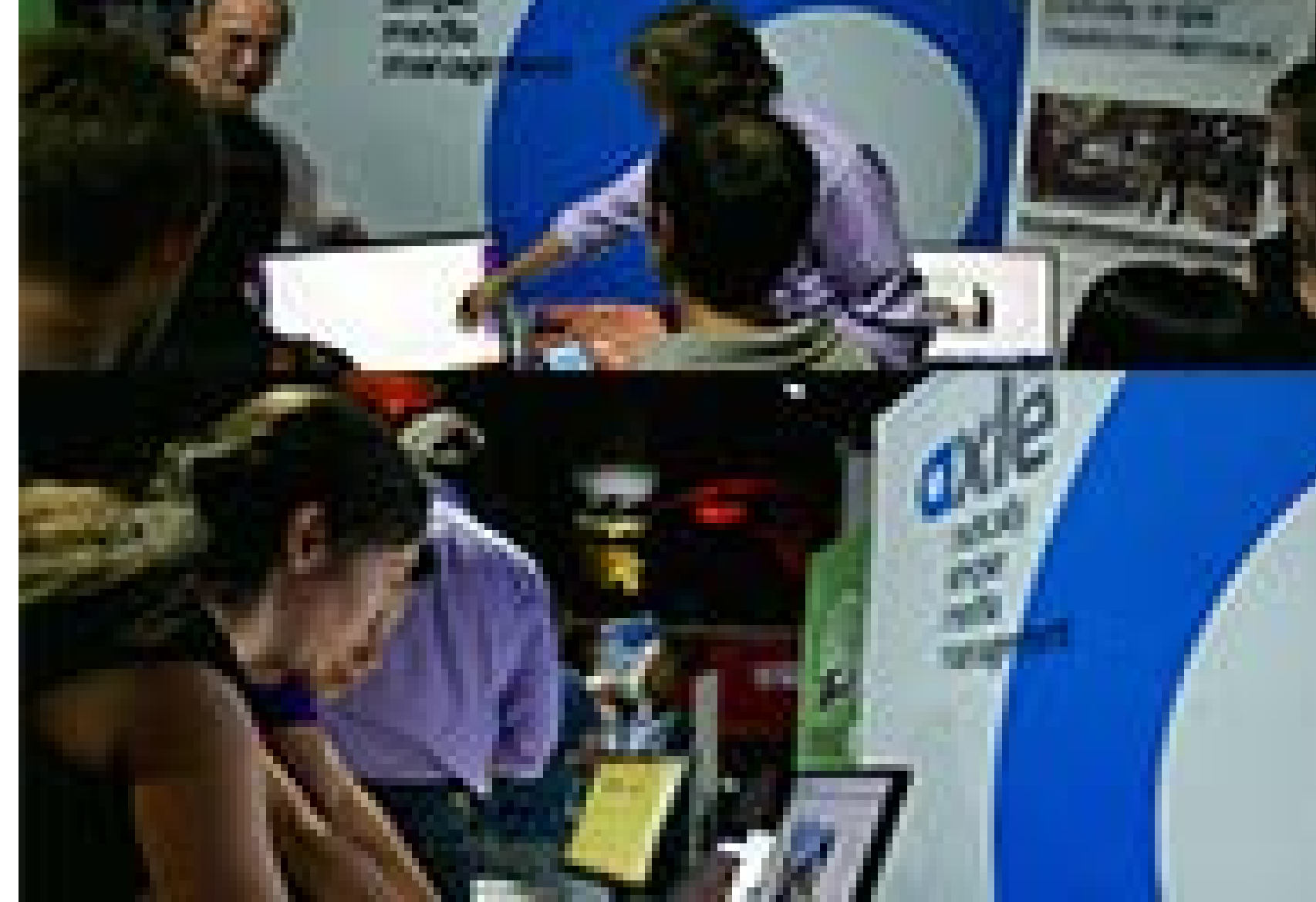Learn why Michael Brassert chose axle for TheStreet.com's rapid news workflow.

Who uses our software?

Corporate
Higher ed
Sports teams
Churches
Nonprofits
Ad Agencies
Broadcasters
Governments

axle
radically simple media management

Who are the customers?

- Corporate
- Higher ed
- Sports teams
- Churches
- Nonprofits
- Ad Agencies
- Broadcasters
- Governments

axle

radically simple
media management

Who are the customers?

- Corporate   –   Intuit
- Higher ed   VMWare
- Sports teams   Motley Fool
- Churches   Wells Fargo
- Nonprofits   Fannie Mae
- Ad Agencies   General Dynamics
- Broadcasters
- Governments

Who are the customers?

- Corporate
- Higher ed — Harvard
- Sports teams   MIT
- Churches   UCLA
- Nonprofits   U. of Texas
- Ad Agencies   Florida State
     Colorado State
- Broadcasters   Sheridan College
- Governments   Berklee College of Music

Who are the customers?

- Corporate

- Higher ed

- Sports teams –   NY Yankees

- Churches   LA Dodgers

- Nonprofits   Edmonton Oilers

                  Denver Nuggets

- Ad Agencies

                  Fulham FC

- Broadcasters   Manchester FC

- Governments

Who are the customers?

- Corporate
- Higher ed
- Sports teams
- Churches   —   Trinity Fellowship
- Nonprofits   WorldVision
- Ad Agencies   Hillsong Church
                            Watchtower
- Broadcasters
                            United Church of God
- Governments
                            Living Waters

Who are the customers?

- Corporate
- Higher ed
- Sports teams
- Churches
- Nonprofits   –   Teach for America
- Ad Agencies   Family Research Council
- Broadcasters   Emily's List
- Governments   Rachel's Challenge

Who are the customers?

- Corporate

- Higher ed

- Sports teams

- Churches

- Nonprofits

- Ad Agencies —

- Broadcasters

- Governments

Weiden & Kennedy

Merkley & Partners

Level 19

Knock Knock

Another Avenue

HCC Marketing

Who are the customers?

- Corporate

- Higher ed

- Sports teams

- Churches

- Nonprofits   CBS News

                      NBC Universal

- Ad Agencies   Reuters

- Broadcasters —   BBC

- Governments   TheStreet.com

Who are the customers?

- Corporate
- Higher ed
- Sports teams
- Churches
- Nonprofits
- Ad Agencies
- Broadcasters
- Governments –

NASA

US Navy

City of Coral Springs

European Parliament
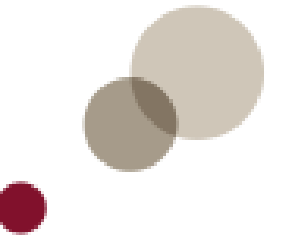
What does Cam do?

Rewraps high-res video clips
Generates low-res H.264 proxies
Cleans up clunky folder structures
Creates an additional copy of media
Moves incoming media into a catalog
Makes all clip metadata easy to search
Allows subclipping and commenting media
Enables review and approval via browser
Simple export to editors (FCP 7, X, Adobe)

axle
radically simple
media management