A layer of intelligent media management for any storage

Every day, you and your team juggle hundreds of clips spread across local drives, cloud buckets, and shared drives. Finding the right asset often means hunting through email threads or waiting for someone else to upload the latest version. With editors working remotely and deadlines looming, simple tasks like reviewing footage or starting a new cut become time-consuming and chaotic. Your team needs a better way to stay organized, connected, and in control, regardless of where you work.

The solution? FLOW. A software-defined asset management suite for managing millions of media and non-media assets across various storage tiers.

FLOW's unique workflow tools enable global teams, assistant editors, producers, and editors to connect, communicate, and collaborate efficiently. Deployed on FLOW Ultimate hardware or in the cloud, FLOW scales seamlessly from small teams to hundreds of users. It scans and indexes storage devices, delivering a unified view of all content online, nearline, offline (tape), or cloud, simplifying multi-tier storage management.

FLOW

Flexible Workflow Management
FLOW streamlines media operations from ingest through delivery, centralizing tasks like logging, proxy generation, metadata tagging, and asset review into one system.

Unlimited User Access
FLOW Core includes unlimited user licenses, allowing full team participation without per-seat costs or access limitations.

Remote Collaboration
Enables editing and review workflows across distributed teams with browser-based tools and native integrations for NLEs like Adobe Premiere, Blackmagic Design DaVinci Resolve and Avid Media Composer.

Automation & Orchestration
Accelerates workflows by automating ingest, transcoding, metadata capture, and archival. Reduces manual effort and improves turnaround time.

Advanced Search & Indexing
AI-powered tagging and transcription make media searchable by object, scene, person, or spoken word. Content is indexed and easy to retrieve.

Native Tool Integration
Integrates directly into industry-standard creative tools and supports open APIs for connecting third-party systems.
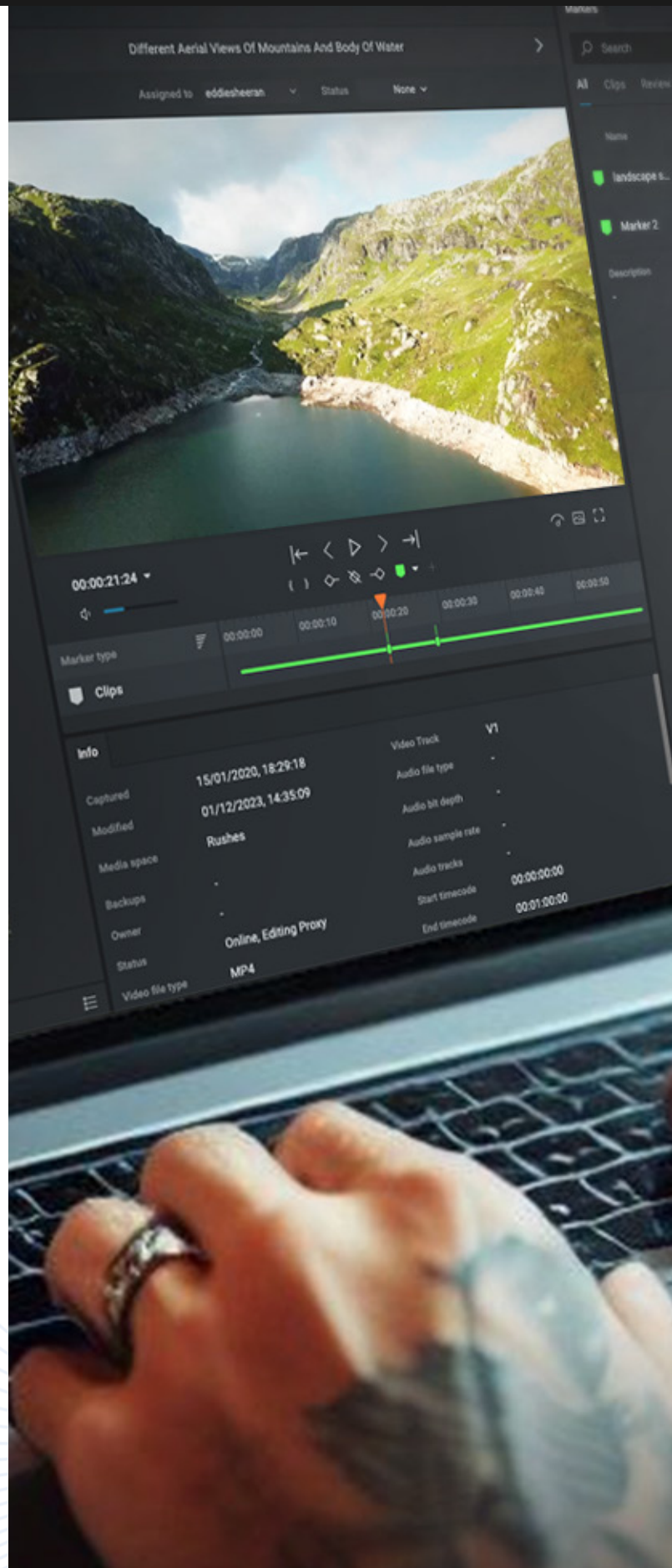
Scalable Infrastructure
FLOW Ultimate Production Nodes expand processing power and unlock additional concurrent users in up to 20 user increments.

Designed for All Roles
Supports ingest operators, editors, producers, supervisors, and media managers with tools specific to each role, from capture to archive.

Secure Sharing & Delivery
Delivery tools support secure media sharing with stakeholders, broadcasters, and playout systems.

Smart Content Management for Modern Media Workflows

EditShare's FLOW is a powerful media asset management solution designed to streamline content handling for media teams.

It seamlessly integrates with popular NLEs and color-grading tools, supporting any frame rate or format, including high-resolution 8K. FLOW enables teams to ingest, index, tag, organize, edit, and deliver content anywhere in the world.

FLOW Core

- Unlimited user licensing
- Comprehensive media organization and management tools
- Native support for:
  - Avid Media Composer Ultimate (Sequences, Master Clips, Subclips via drag-and-drop)
  - FLOW Panels for Adobe Premiere Pro and DaVinci Resolve Studio

FLOW Automation

At the heart of FLOW lies FLOW Automation, a powerful engine that simplifies the complexities of managing large volumes of media and metadata. It helps teams automate time-consuming and repetitive tasks, freeing up more time for creative work.

Core Capabilities:

- Automated Processes: Batch ingest, transcoding, quality control, and third-party delivery

- Node-Based UI: Intuitive visual interface for building custom workflows

- Trigger-Driven Logic: Use predefined events and tasks to automate operations

- Cross-Team Collaboration: Easily share workflows for consistent, repeatable execution

- Scalable: Handles everything from small projects to enterprise-level, multi-location operations

Transparency & Control:

- Job Monitoring Dashboard: Track real-time progress of all automated tasks

- Detailed Audit Trails: Ensure accountability and identify workflow bottlenecks

Available in flexible bundles, FLOW Automation supports both lean teams and large-scale facilities.

It delivers speed, efficiency, and precision, so your team can spend less time managing assets and more time creating exceptional content.

Organize, Produce, and Live Capture

FLOW's Organize, Produce, and Live Capture modules are all in a single browser-based application, requiring no client installers, just open a browser on any machine for instant access.

The Organize module enables users to efficiently tag, search, an manage media assets across projects and media spaces. With simple right-click functionality, users can trigger automations or send files to tasks like transcoding or file movement, streamlining workflows and ensuring consistency.

The Produce module, part of the latest FLOW UI, offers a simplified, browser-based dashboard tailored for producers, allowing them to highlight key moments in transcriptions that can be used to create rough cuts when collaborating with editors without needing extensive technical expertise. Designed for internal stakeholders who need easy to manage range markers and assignment for review and approval workflows

The optional FLOW Live Capture module supports multi-channel baseband ingest or NDI for broadcast, sports, or reality TV. FLOW also supports formats up to 8K for seamless integration into editing workflows. These browser-based tools enhance productivity, collaboration, and scalability for creative teams, accessible from anywhere with an internet connection.

Online, Nearline, Cloud

FLOW adds an intelligent software layer to your storage environment, helping you manage your content regardless of location - online, nearline, offline (tape) or cloud. Even if your content is on a device on the other side of the world, FLOW lets you get to work immediately.

Through FLOW Automation, you can manage different storage tiers efficiently by moving content between storage devices on a timed or scheduled basis. Wherever your content is, FLOW tracks it. And with native integration with other software and hardware platforms, FLOW provides a wide range of options that allow your team to take collaboration to the next level.

FLOW Ultimate Production Nodes

FLOW Ultimate Production Nodes, offered in Pro and Elite configurations, are dedicated worker nodes designed to offload CPU-intensive media processing tasks from the main FLOW Server. These nodes are purpose-built for distributed workflows where performance, speed, and efficiency are critical.

Key Functions and Roles

File Scanning
Production nodes continuously scan assigned directories for new media files, metadata changes, and directory structure updates. Offloading scanning prevents the main server from slowing down when large or complex media volumes are being monitored.

Proxy File Creation
These nodes handle the encoding of proxies used for editorial review and lightweight playback in a browser and NLE environments. Proxies are generated independently on each node, enabling a distributed architecture for high-throughput environments.

Transcoding
Production nodes manage format conversions needed for editorial, review, or delivery workflows. This includes transforming camera-native formats into editorial formats or final delivery specs. Transcoding tasks can be run simultaneously across multiple nodes for faster turnaround.

Task Load Balancing
Tasks are intelligently distributed across available nodes to ensure efficient CPU usage. Workflows can be configured to route specific jobs to nodes based on load, priority, or location. This allows you to optimize throughput across your facility.
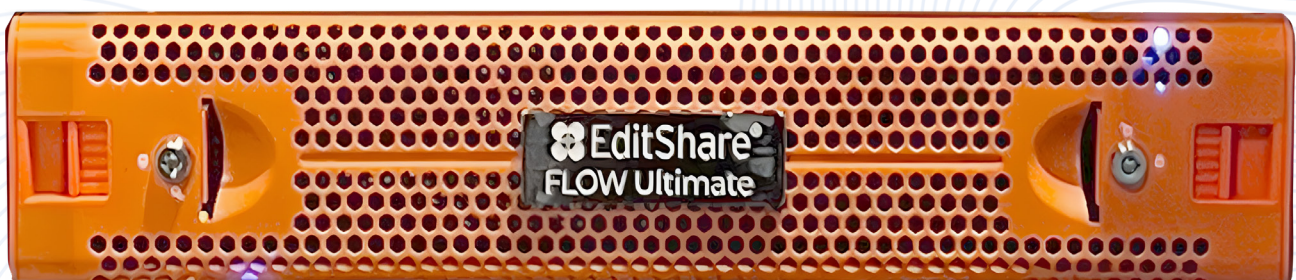
Metadata Extraction and Automation
In some GPU configurations for AI, worker nodes can run automated metadata enrichment tasks like speech-to-text, optical character recognition, or other AI-driven processes. This enables content indexing and searchability without manual tagging.

Pro vs Elite Configurations

The Pro configuration is suited for mid-sized environments that need to scale beyond what the FLOW server can handle on its own. It works well when you want to offload scanning and proxy generation to secondary machines without building a high-throughput farm.

The Elite configuration is designed for environments that demand rapid, large-volume processing. These nodes are optimized for high concurrency and large-scale transcoding, suitable for finishing, OTT delivery, or broadcast pipelines where real-time or faster-than-real-time throughput is needed.

FLOW AI: Smart Automation with Built-In Intelligence

FLOW AI is an intelligent media automation module that enhances traditional asset management workflows with advanced AI capabilities.

It leverages scene recognition, object detection, facial and people identification, and audio transcription to streamline the tagging process. By automating these tasks, FLOW AI makes media instantly more searchable, accessible, and ready to use, without the burden of manual input.

Designed for the demands of fast-paced production environments, FLOW AI excels in scenarios like sports, reality TV, news, and scripted content, where large volumes of footage need to be quickly processed and transformed into usable assets.

With AI-driven indexing and search functionality, teams can move faster from capture to edit, accelerating workflows and unlocking greater creative potential.

FLOW

Visual Recognition
Scene, logo, and people detection

FLOW AI automatically analyzes video frames and identifies visual elements in the content.

This includes:
Scene Classification
Identifies environments such as "kitchen," "office," "stadium," or "interview setup."

Face Recognition
Detects and identifies human faces across all your video content.

When combined with facial datasets or celebrity databases, the system can tag known individuals automatically.

Logo and Trademark Detection
Find logos within a video.

This analysis is frame-accurate and tied to timecode, meaning every visual tag is searchable down to the exact point in a video where an object or person appears.

Audio Transcription (Speech-to-Text)

FLOW AI converts spoken audio from media assets into searchable text transcriptions using automatic speech recognition (ASR).

This includes:
Multi-language support
For global workflows.

Time-coded transcripts
Which are aligned with the source media.

FLOW Pricing Overview

FLOW is designed to scale with your team and workflow needs, offering a flexible, modular licensing structure. FLOW Core gives you all the tools you need to manage and organize your media and unlimited seats, so your entire team can access the system without worrying about per-user restrictions. From there, you can choose the features and processing capacity that best fit your operation.

FLOW Core

When you license FLOW Core, you get:

- Unlimited user seats
- Access to the core asset management platform and browser-based interface
- Standard metadata management, media browsing, tagging, and search features
- FLOW Panels for use within your chosen NLE

This gives producers, editors, assistants, and other team members full access to manage and interact with your media library.
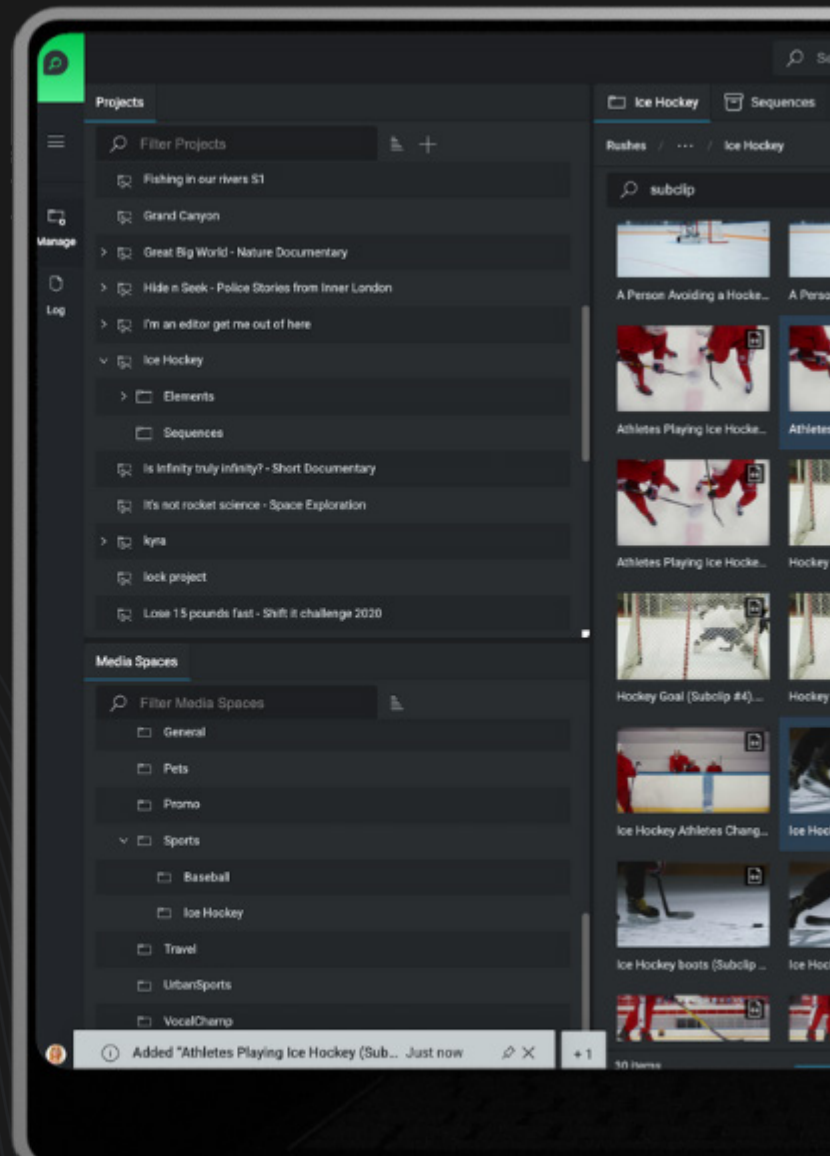
Software and Licensing Add-Ons

You can expand your FLOW system with additional tools as needed:

- Automation Engine: Build automated workflows for ingest, transcoding, delivery, and archive, perfect for speeding up repetitive tasks and reducing manual steps.

- QC Integration: Integrate automated quality control tools to detect and report technical issues like black frames, audio silence, or loudness violations.

- AI Integration: Unlock the power of facial recognition, scene classification, and logo detection.

- Third-Party Storage Support: Connect FLOW to cloud and nearline storage platforms such as AWS S3, Wasabi, or Azure files for hybrid or offsite workflows.

Each 3rd-party tool is licensed independently, so you can tailor the system based on your workflow requirements.

FLOW Organize
Image showing toast notification letting you know items were successfully added to your cuts list.

Scaling with FLOW Ultimate Production Nodes

To increase processing power and support more concurrent users, you can add FLOW Ultimate Production Nodes. These nodes offload CPU-intensive tasks such as:

- Proxy generation
- Transcoding
- Media scanning
- AI-based indexing and transcription (if FLOW AI is in use)

Each node also expands the system's capacity by enabling 20 additional concurrent users. This makes it easy to scale as your team or workload grows; simply add more nodes as needed.

Flexible Licensing for Growing Operations

FLOW's pricing model is built to support both smaller teams and large-scale media operations. You can start with the essentials and expand the system over time as your production needs evolve, without being locked into fixed tiers or bloated feature sets.

FLOW

Unify and automate your creative workflow from capture all the way through delivery with FLOW. Our Emmy-award winning production and video asset management software brings your creative team together to streamline ingest, editorial, organization, delivery and more.

Transform your team's efficiency and collaboration. Get started with FLOW today.

LEARN MORE

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