

Yadle Newsletter

FEBRUARY 1st, 2021

Welcome to ISSUE #1 of the Yadle newsletter! This issue we talk about rethinking your data, the amazing Chesley Bonestell, a connection to Leonard Cohen, and the similarities of architecture and film digital technologies.

Rethinking Your Data

The Seagate Blog has a great post "[Why Every Business Should Rethink Data](#)". There is also a detailed report that explains their methodology and results (available as a [PDF here](#)).

The key findings reflect things we at Yadle see all the time: Data isn't usable, files cannot be found, time is wasted looking, etc. All of the issues your staff wrestles with every day.

The Seagate report states:

Organizations face five key challenges that they believe limit their ability to exploit the full potential of collected data:

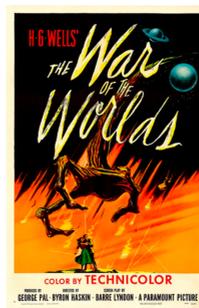
1. Making collected data usable ✓
2. Managing the storage of collected data ✓
3. Ensuring that needed data is collected ✓
4. Ensuring the security of collected data ✓
5. Making the different silos of collected data available ✓

We could not agree more. Yadle was designed precisely for the purpose of collecting and making your data securely available to everyone who needs it in your organization. We especially like item number 5 in the list above: [Yadle's File Channels](#) allow you to create sophisticated collections of files to produce manageable "channels" of collected data, without moving files around.

The blog post and report are great, and timely. The problem of DataOps is an issue for everyone – not just IT. Go read the report. Yadle deeply understands the issues and the solutions to solve the problems described, and how they effect your organization. Let us help you understand your unique challenges and workflow, and guide you to improve productivity and job satisfaction while improving your bottom line.

Chesley Bonestell

[Chesley Bonestell: A Brush with the Future](#), (currently on Amazon Prime Video) is a delightful look at the life and works of Chesley Bonestell. Whether you are an architect, artist, filmmaker or scientist, you will find the work of Chesley Bonestell fascinating. His design work can be seen in such iconic structures as the Chrysler Building and the Golden Gate Bride. As a matte painter he provided stunning images for The Hunchback of Notre Dame and Citizen Kane. He worked with George Pal on special effects in films like When Worlds Collide and The War of the Worlds. Bonestell produced magazine and book cover art and collaborated with NASA on defining the future of the US Space program. The list of accomplishments and innovations from Chesley Bonestell is broad and truly amazing. Watch the documentary – you will not be disappointed. You can also view his work on the [Chesley Bonestell website](#).



Yadle Profile: François Lamoureux

We interviewed veteran filmmaker, producer, archivist and sound engineer [François Lamoureux](#) of [Fogo](#) to discuss his involvement in "[TOWER OF SONG: A Memorial Tribute to Leonard Cohen](#)".

François was responsible for managing over 100 terabytes of data captured on that single night of the tribute concert on November 6th, 2017. The data was stored in two different cities - requiring the storage volumes at each location to be 1:1 mirrors of each other - and needed to be easily accessible from anywhere.

Fogo selected Yadle for managing the collection, indexing, validation, and tagging of this data.

[Check out the Interview on our Blog!](#)

Architecture & Filmmaking Workflows

Yadle has been working with VFX & Animation customers for a several years. Over the past year we have also begun to work with Architecture firms on managing their files. It is striking how many aspects of the architecture workflow look so similar to film workflows, and how the use cases for Yadle are also so similar:

- Search, find, and use files from reference libraries
- Viewing static and scrubbable thumbnails of art and 3D materials without loading into applications.
- Tag files based on project & shows
- Browse material from earlier or similar projects as basis for new work

There are technical elements that have parallels too. File formats and pipelines in both architecture and film have similar goals and "looks":

From the [Pixar USD](#) site:

"Universal Scene Description (USD) is the first publicly available software that addresses the need to robustly and scalably interchange and augment arbitrary 3D scenes that may be composed from many elemental assets."

From [Autodesk](#) site:

"At the heart of building information modeling is a cloud-based 3D model—a digital representation of a building or structure. This 3D model combines both geometry and information: integrating multidisciplinary data for all elements of the project."

As Yadle supports these formats and the industries that embrace them, we continue to find increasing overlap in how assets are defined, created, and managed – regardless of what the data actually represents. Look for a future blog post where we will explore this topic further.



3D architectural rendering of buildings for a VFX scene? How about both!

Yadle Roadmap

2020 was a challenging year for all of us, but the development team at Yadle continued to innovate and extend the capabilities of Yadle. New Yadle features that are available now or being released in Q1:

- Drag and drop search results into folders or applications
- Integrations to OneDrive, Dropbox, Box, and Google Drive
- Full text search of documents, code, PDFs, spreadsheets
- OCR text search of images
- Advanced support for managing removable media at scale
- Improved object detection AI

Enabled	Owner	Platform	Nickname
Yes	 yadle	 dropbox	David Dropbox
Yes	 yadle	 googledrive	Patricia Google Drive
Yes	 yadle	 googledrive	Erik's Google Drive