



# A project & asset management software for M&E industries

Designed for CG Artists. By CG Artists.

<http://cerebrohq.com>

# SUMMARY

Cerebro is an all-in-one toolkit for project planning and tracking, assets and multimedia files storage. It includes the following functions:

- Project breakdown into unlimited task tree.
- File access control and sharing.
- Budgeting.
- Reporting.
- Tracking and overviewing.
- Online and offline visual reviewing.
- Calendars and schedules.
- Interactive Gantt chart.
- Resource usage control.
- Export to XLS and PDF.

Cerebro can be implemented either as SaaS or as a classical client-server application installed onto facility local file servers.

# HIGHLIGHTED BENEFITS

- Can be installed locally or used as SaaS.
- Cost-effective.
- Has flexible security settings.
- Lightweight, doesn't need a dedicated hardware (in most cases).
- Can be implemented into existing IT infrastructure.
- Multi-platform.
- Python API for integration into production pipeline.
- Can be split into components to be adopted separately.
- Local installation can be accessed via Internet by remote users (if permitted by IT policy).
- Can substitute some traditional software: FTP server, CineSync, e-mail.
- Can be customized to tailor-fit established processes and procedures.
- Instant user support in London business time.
- **Has a unique embedded tool for video reviewing.**



# SYSTEM STRUCTURE: HYBRID CLOUD

Used for:

- Trial versions (all pricing plans except Private).
- Commercial version (Studio pricing plan).

General description:

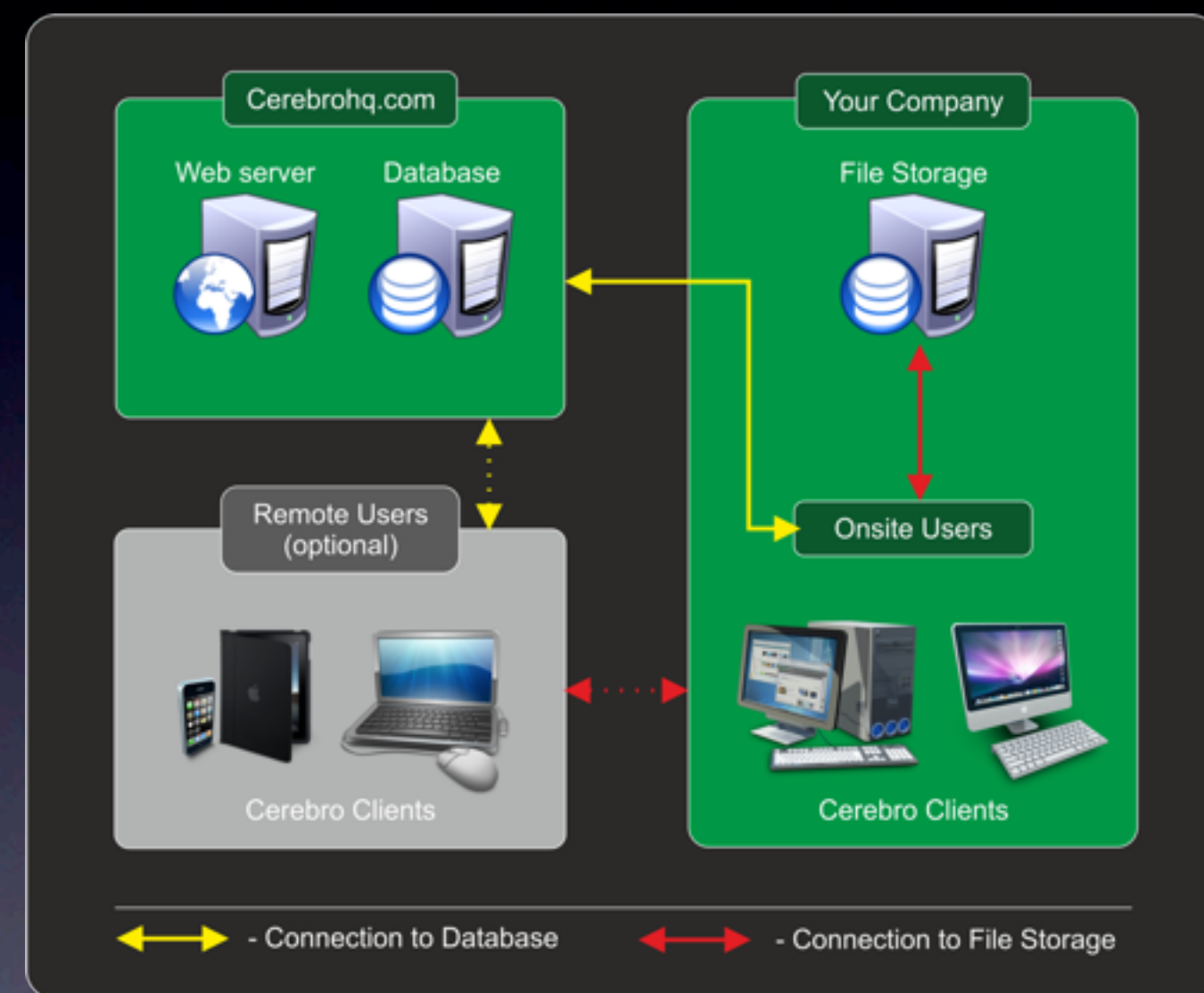
- Only one Cerebro server component is installed onto customer's network File Storage - a file transfer utility to index and transfer files attached to forum threads in Cerebro.
- All the rest of Cerebro server components are hosted on system provider's site (Cerebrohq.com).

Advantages:

- Minimal system deployment time.
- High security level (users' files are hosted locally, they are never transferred to system provider or any other third party).
- No maintenance costs - centralized Cerebro server components do not need to be maintained by customer's technical staff.

Restrictions:

- Permanent Internet access to cerebrohq.com is required.



# SYSTEM STRUCTURE: ONSITE LOCAL INSTALLATION

Used for:

- Commercial versions (Business and Corporate).

General description:

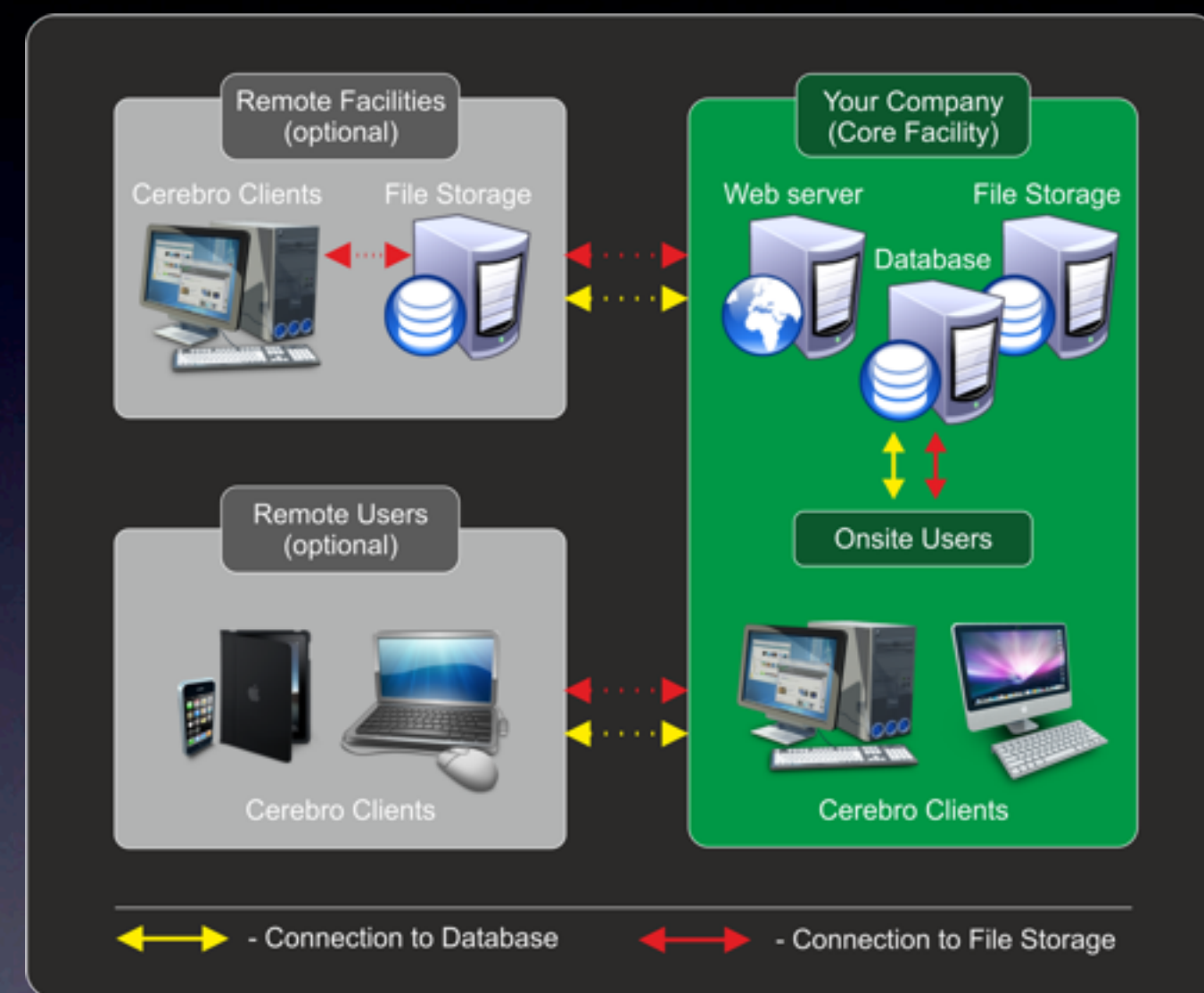
- 4 main server components are installed onto customer's server.
- If needed, an additional component – WEB SERVER – can be installed to provide access to Cerebro via web interface. It is recommended to install web server onto a separate PC.

Advantages:

- All system components and content are hosted and fully controlled by customer.
- No need for an Internet connection (if no remote facilities and remote users involved in the workflow).

Restrictions:

- More (in comparison to hybrid installation) customer's resources are required to maintain the system.



# TECHNICAL SUPPORT SERVICE

Cerebro User Support Service is available through several channels:

- Zendesk ticketing system,
- LiveChat Inc. instant online messaging system,
- Phone access,
- **Coming in Q2 2012:** Onsite consulting and maintenance (within the Greater London Urban Area).

The instant channels are open in Western Europe business hours (09:00 - 18:00 UTC).

Maximum ticket response time is 6 hours (for Critical issues) or 24 hours (for Non-Critical issues).

What else?

- Online Library – searchable access to dozens of published articles, User Manuals and video tutorials,
- User Forum – online community discussion forum,
- Maintenance Releases – updates for current licensed deployments,
- **Coming in Q2 2012:** Toll-free phone number available in the UK,
- **Coming in Q2 2012:** Native English-speaking technicians.

# OUR STORY

Cerebro was developed in a Russian Moscow-based major postproduction facility named Cinemateka in 2005-2008 as an in-house software for VFX project management.

In 2009 Cerebro development team established a separate company to monetize the project, and by the end of 2011 Cerebro was adopted by more than 70 postproduction and animation companies in FSU (former Soviet Union), including Timur Bekmambetov's Bazelevs, UMP and other FSU media production majors.

Several international projects were managed by means of Cerebro, for example:

- Abraham Lincoln: Vampire Hunter (20<sup>th</sup> Century Fox, 2012),
- The Darkest Hour (20<sup>th</sup> Century Fox, 2011),
- Kikoriki: The Beginning (Riki Group, 2011),
- The Black Lightning (Chernaya Molniya) (UPI, 2010),
- Space Dogs 3D (CNF, 2010),
- The Book of Masters (Walt Disney Pictures, 2009).

Thanks to the VFX / CGI projects outsourced from FSU to India and China lately Cerebro is gaining popularity in Indian and Chinese VFX markets too.



# MULTI-PLATFORM SUPPORT

- Desktop client applications for MS Windows, Mac OS X and Linux
- Web interface
- iOS clients for iPad, iPhone and iPod Touch
- Server runs under Windows 2003, 2008 or Linux x64 (Ubuntu, Debian)

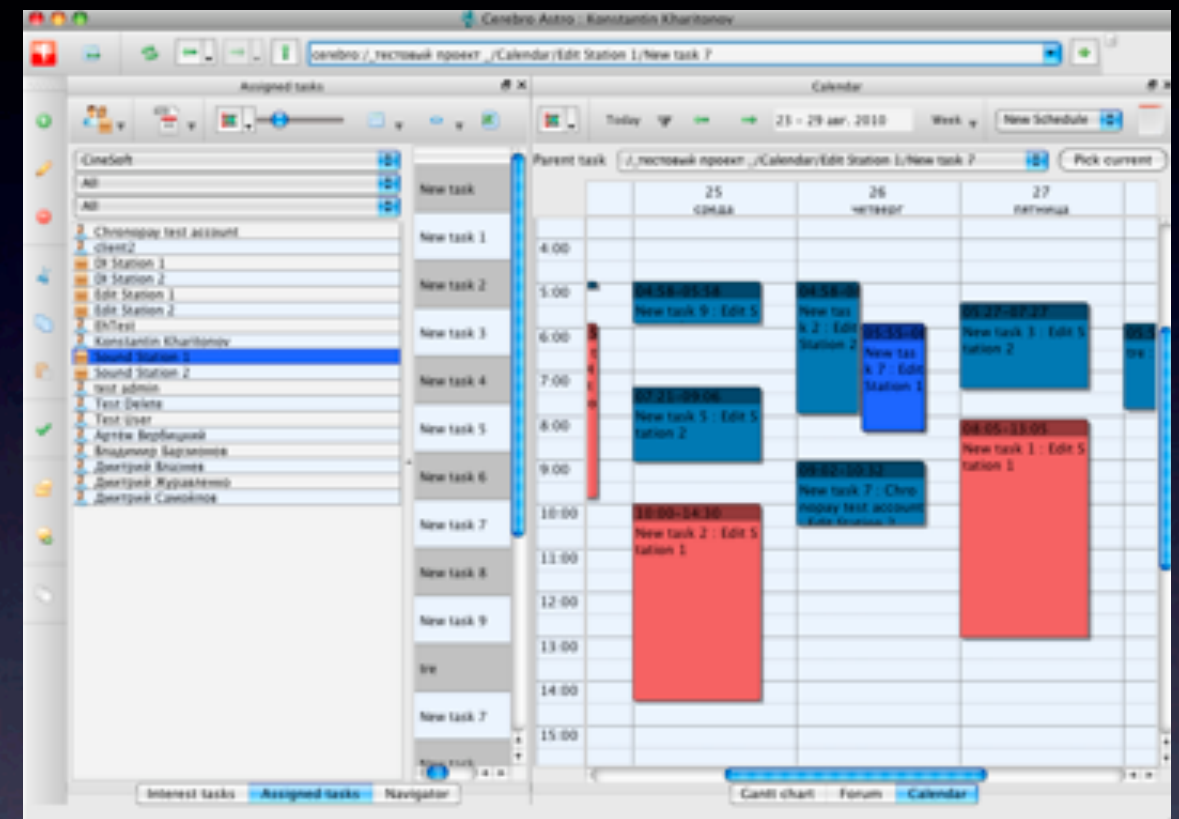


# FEATURES: HANDY PLANNING

- Break your project down in an unlimited tree task structure – it's as simple as making new subfolders in a file manager.
- Allocate people and/or material resources.
- You're through with basic planning. Launch your project!..

Or proceed to advanced planning:

- Connect the tasks in Gantt chart.
- Specify all necessary parameters for the tasks (time, budget, priority, etc.).
- Setup access and visibility rights.



# FEATURES: SIMPLE BUDGETING

- Every task can have 3 financial parameters: planned cost, actual cost, balance.
- Estimate every single task and you'll get the project budget summed up.
- Sign off the money every time you spend it – and your accountants will adore you 😊.

The screenshot displays a software interface with two main components. The top component is a 'Navigator' window showing a hierarchical task list. The bottom component is a 'Task Properties' window for a selected task, showing financial details and a commitment table.

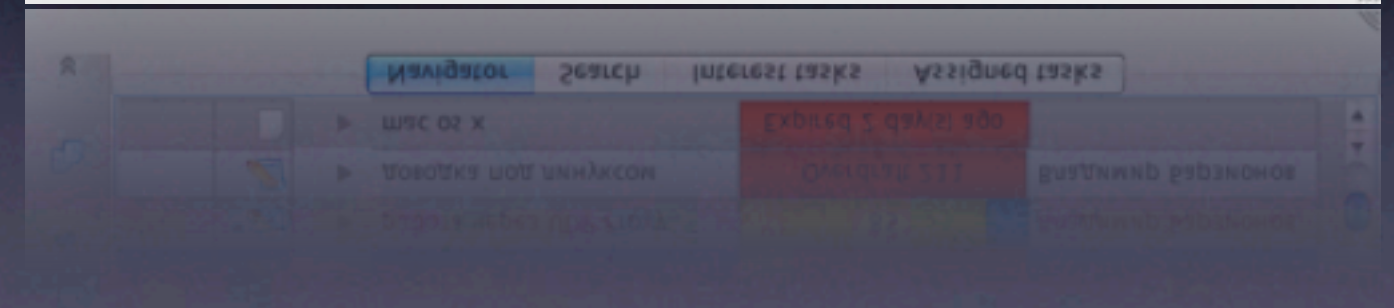
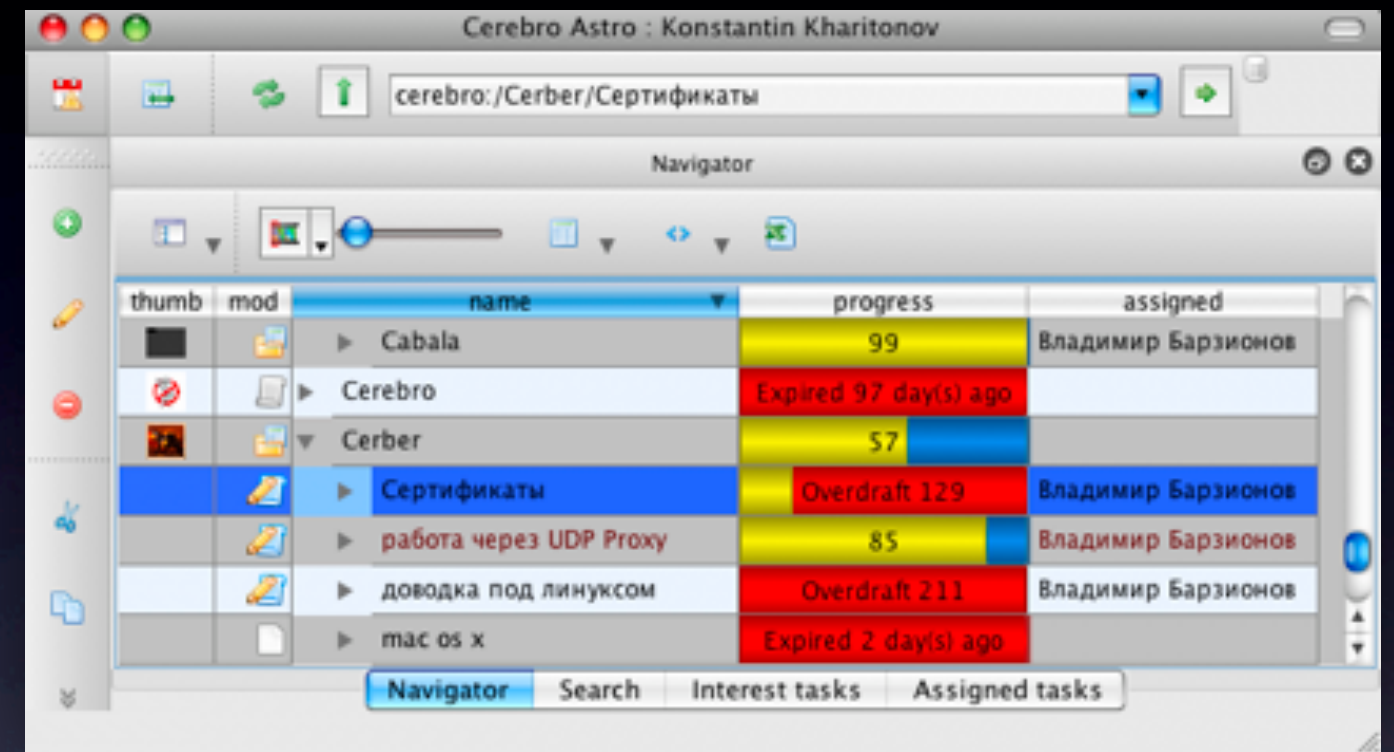
mod	name	progress	planned cost	actual cost	balance
	1. Visuals	53	9 750	4 900	4 850
	1. Ads	27	5 000	3 150	1 850
	2. Banners	33	1 000	250	750
	3. B_Cards	Done	500	480	20
	4. Posters	19	2 700	600	2 100
	5. Pics	43	300	120	180
	6. Cliparts	Done	250	300	-50
	6. Cliparts	Done	520	300	-20
	2. Pics	43	300	150	180

user	money	comment	commit	status
Edward Kim	150	To John for cleanup	today 20:13	canceled
Edward Kim	150	To John for cleanup	10.01.12	committed
Edward Kim	3 000	To Mike for all the rest	11.01.12	committed

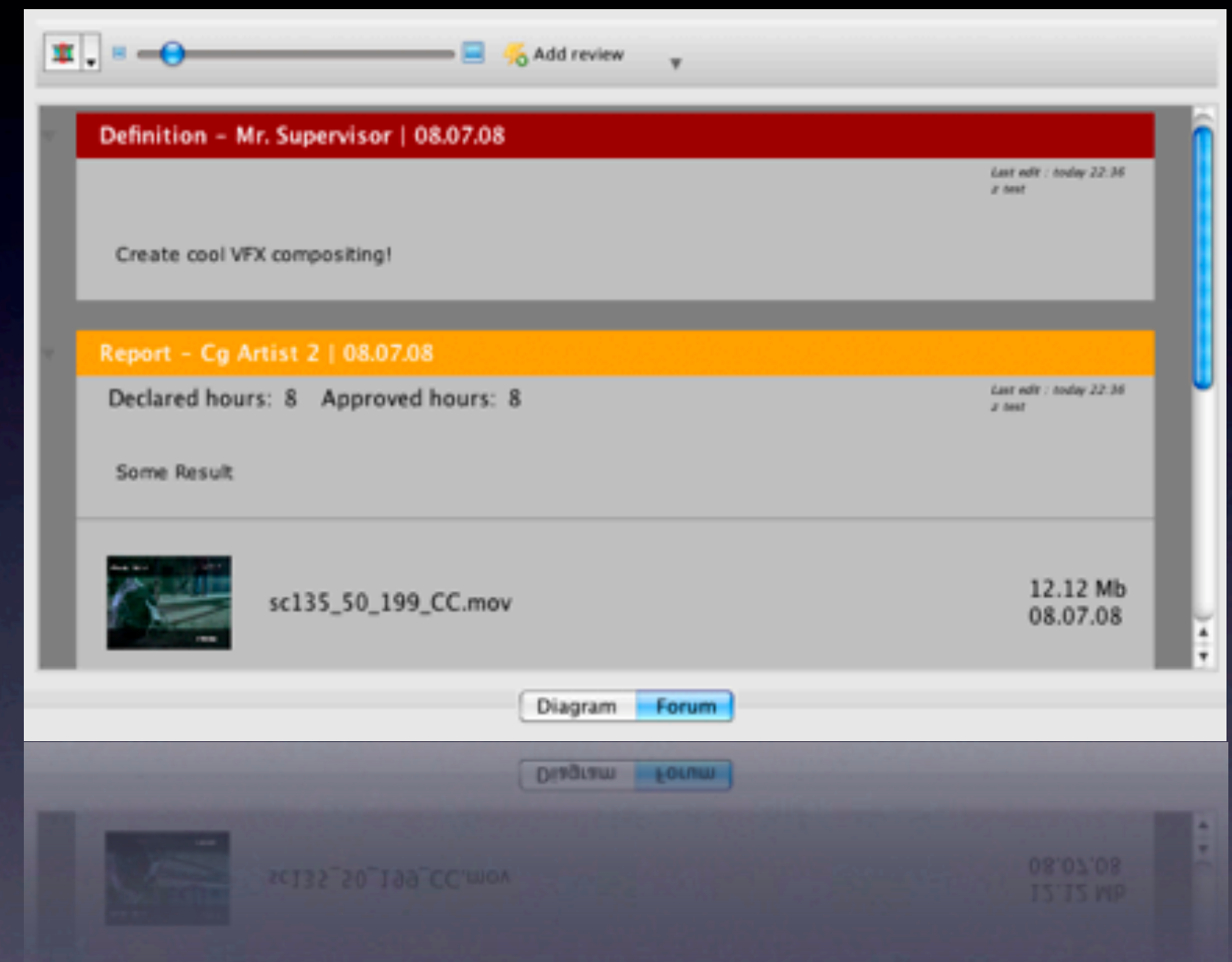
# FEATURES: EASY TRACKING

- Have a glance at Navigator pane to get a bird's-eye project overview or dive deep into it to get the task detailed history and actual status.
- Get e-mail notifications on the changes of the tasks you follow or do.
- Generate reports and export them to Excel or PDF.
- Search and filter tasks by a variety of tags and parameters.
- Be a step ahead with a heuristic issue tracker.



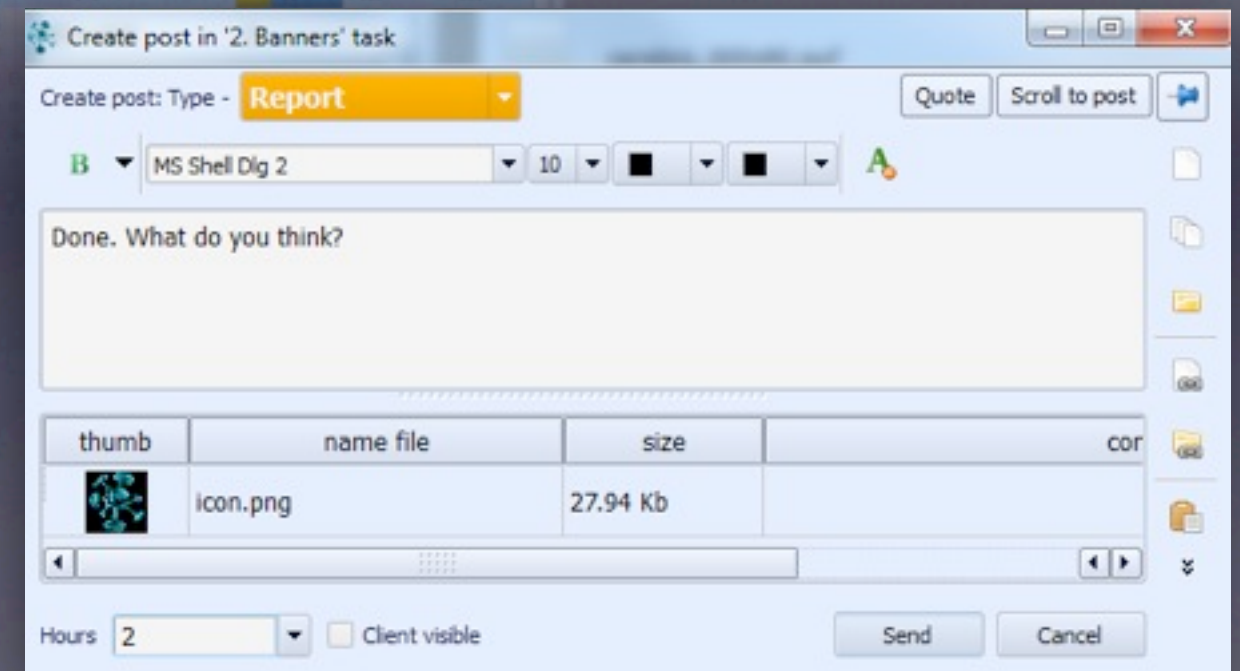
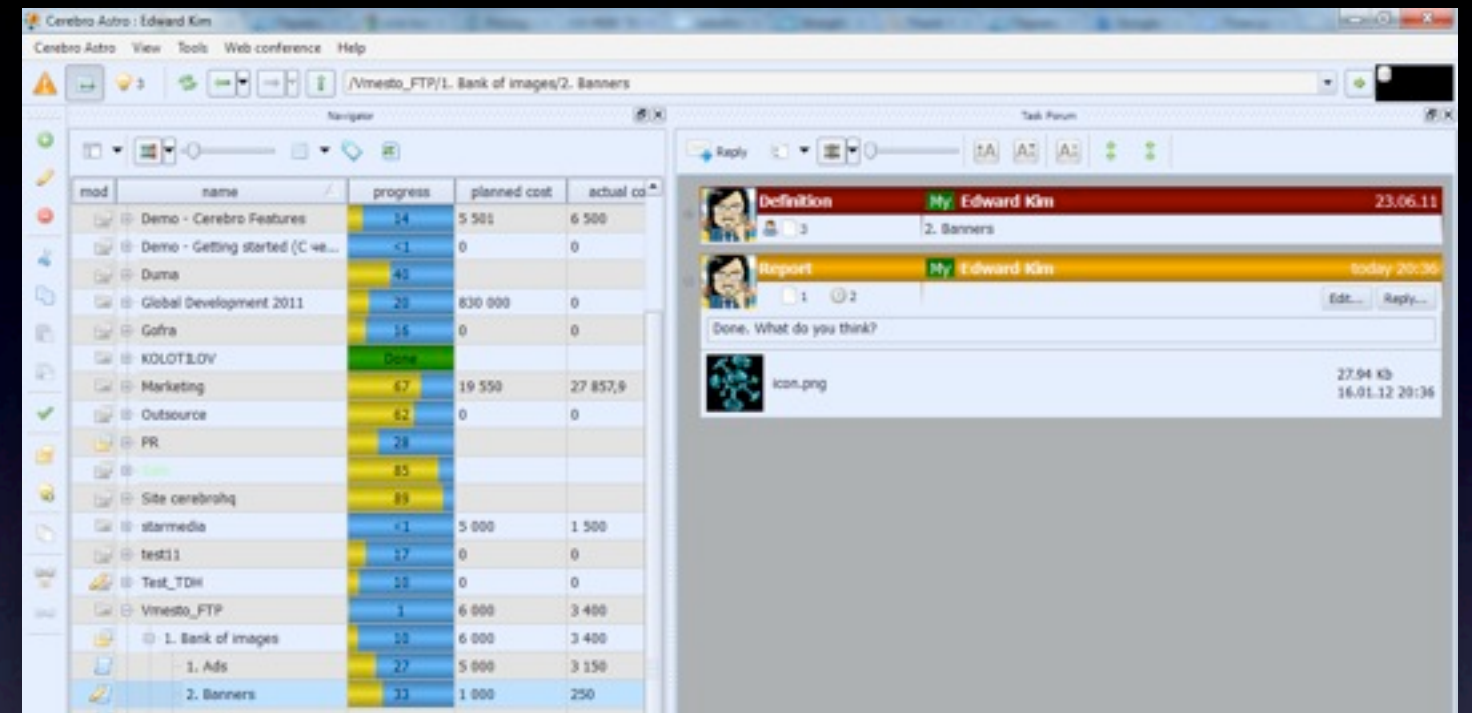
# FEATURES: TIME-SAVING COMMUNICATIONS

- Every task has its own Forum thread, use it to communicate and share all sorts of files – dailies, reviews, references, you name it.
- Display selected posts to your clients to get their instant first-hand feedback.
- All the rest of a thread is for your trusted peers' eyes only. What happens in Cerebro stays in Cerebro 😊.
- **And no more endless meetings, briefings and debriefings!**



# FEATURES: TWO-CLICK DAILY REPORTING

- Open the Forum thread of your task.
- Click on Reply button.
- Describe what you have done today on the task.
- Attach a file (or a folder) if necessary.
- Specify the time spent today on the task.
- Click on Send button.
- Next morning don't forget to look up here for comments.



# SYSTEM COMPONENTS: CORE

System core is a PostgreSQL database containing all the information except files attached to Forums.

Key features:

- Hosted in a cloud for SaaS users,
- Or installed locally (onsite) for Business and Corporate pricing plan users,
- Can be installed onto Windows Server OS or Linux x64 (Ubuntu, Debian),
- Qt-based GUI
- **Python API for integration into production pipeline.**



PostgreSQL

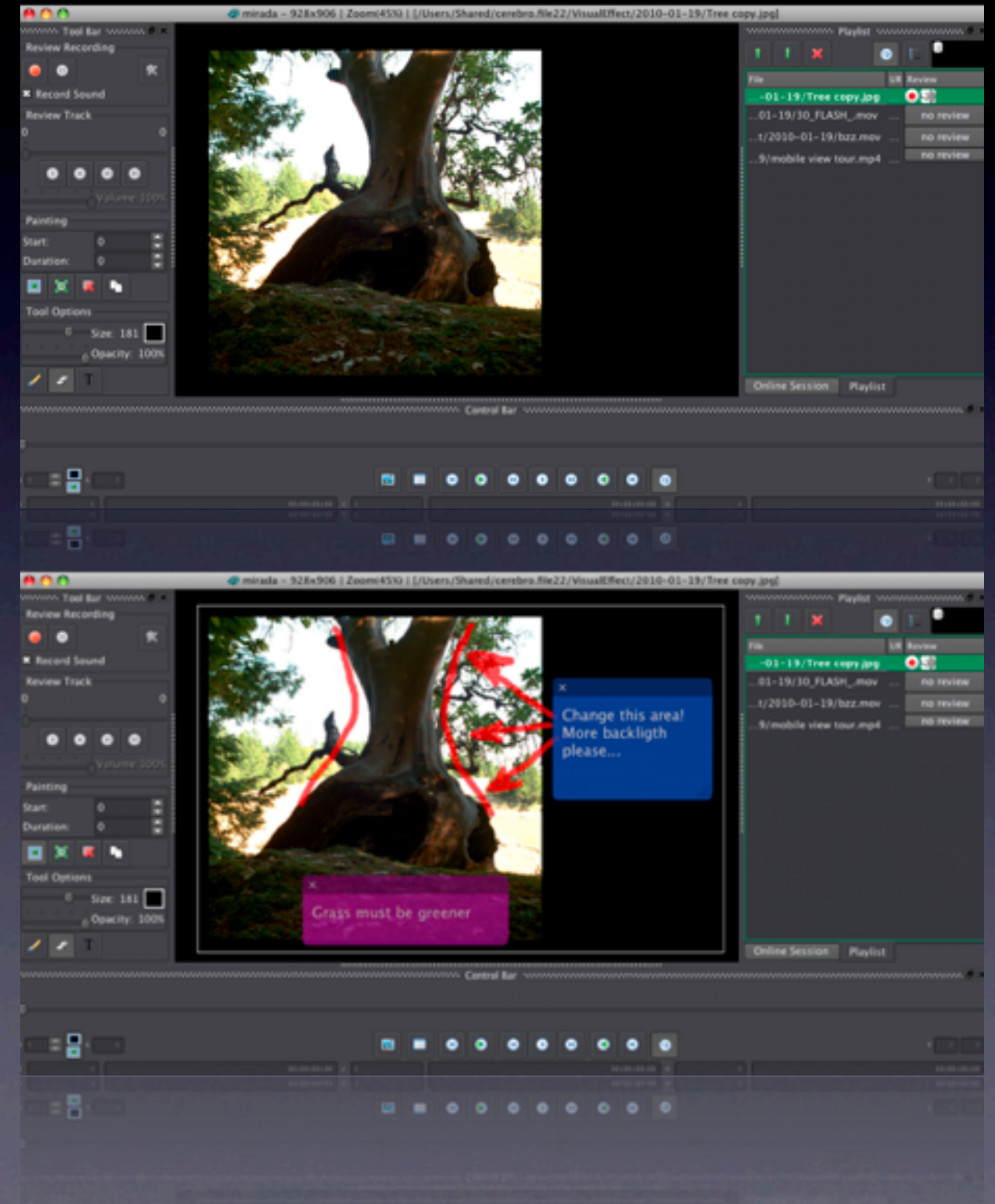


# SYSTEM COMPONENTS: MIRADA

Mirada Player (a proprietary Cinesoft product) is used for viewing and commenting over pictures and videos.

Standard Version (embedded in Cerebro) has the following features:

- Draw or type over the content, record your activity (zoom, pan, timeline dragging, mouse movement) together with your voice comments.
- The reviews are submitted to Cerebro.

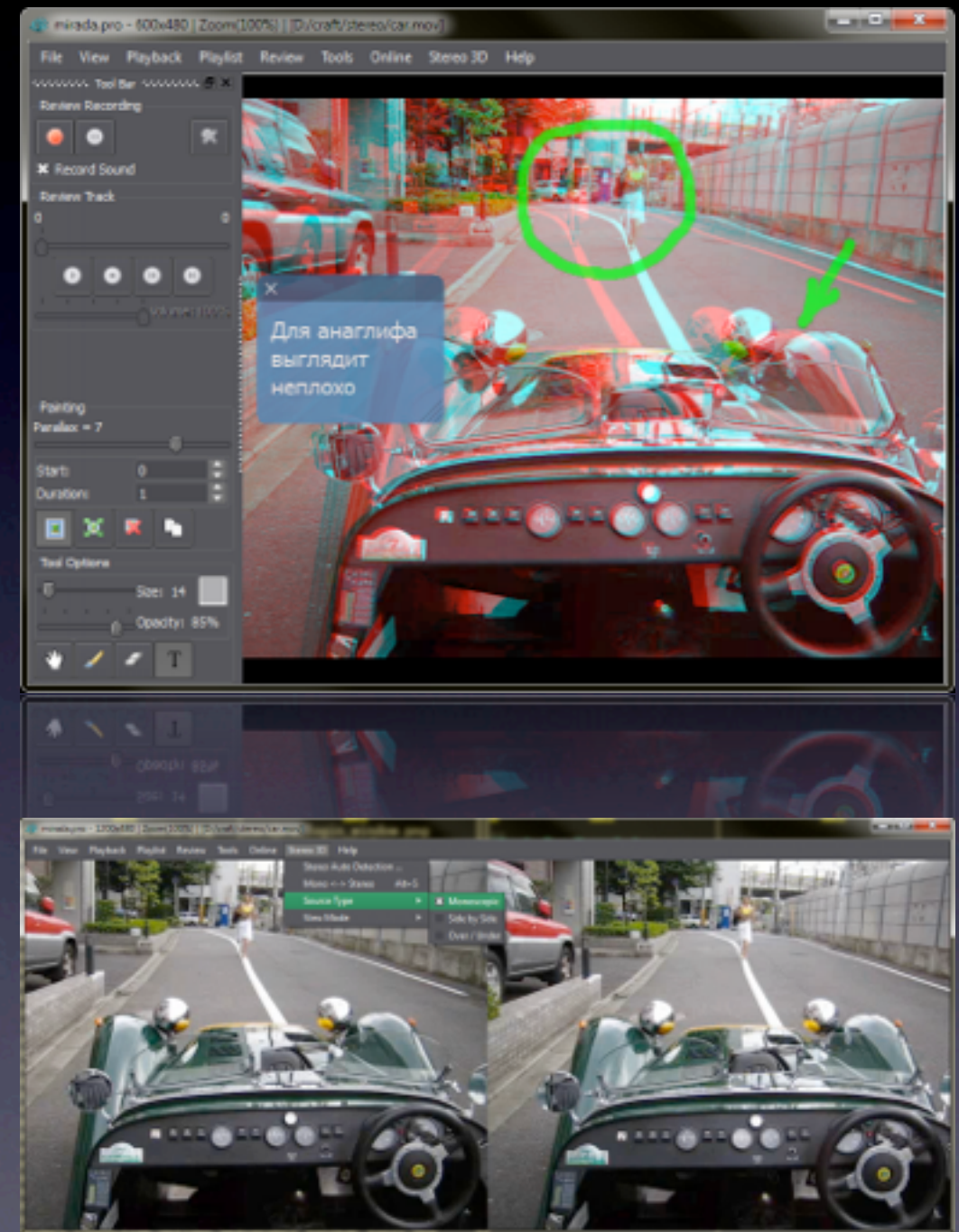


# SYSTEM COMPONENTS: MIRADA PRO

Mirada Pro functions are unlocked by entering a registration key (purchased separately).

The Pro version has all features of the Standard version plus:

- Stereoscopic 3D viewing and annotation tools.
- Online Review Mode lets you synchronize your media and make reviews at the same time with an unlimited group of people anywhere in the world.
- The reviews can be submitted to Cerebro or exported into MOV or JPEG.



# USING MIRADA SEPARATELY FROM CEREBRO

Mirada Standard and Mirada Pro can be purchased and used as standalone applications or as plugins for a third-party project or asset management software.

When used standalone Mirada Pro is intended for making reviews and comments and then exporting them to MOV or JPEG while Mirada Standard is used for viewing them.

When integrated into your existing management system it works like this: your system calls Mirada with a playlist of shots (or with a single shot) to be reviewed, then you comment on the shots and on exit your comments (text, screenshots with sketches on them) are published back to the tracking system to get available for all users with appropriate access rights.

**Coming in Q3 2012** - Mirada Python API to:

- integrate Mirada with Shotgun or your in-house production tracking software.
- support integration with both desktop and web applications.

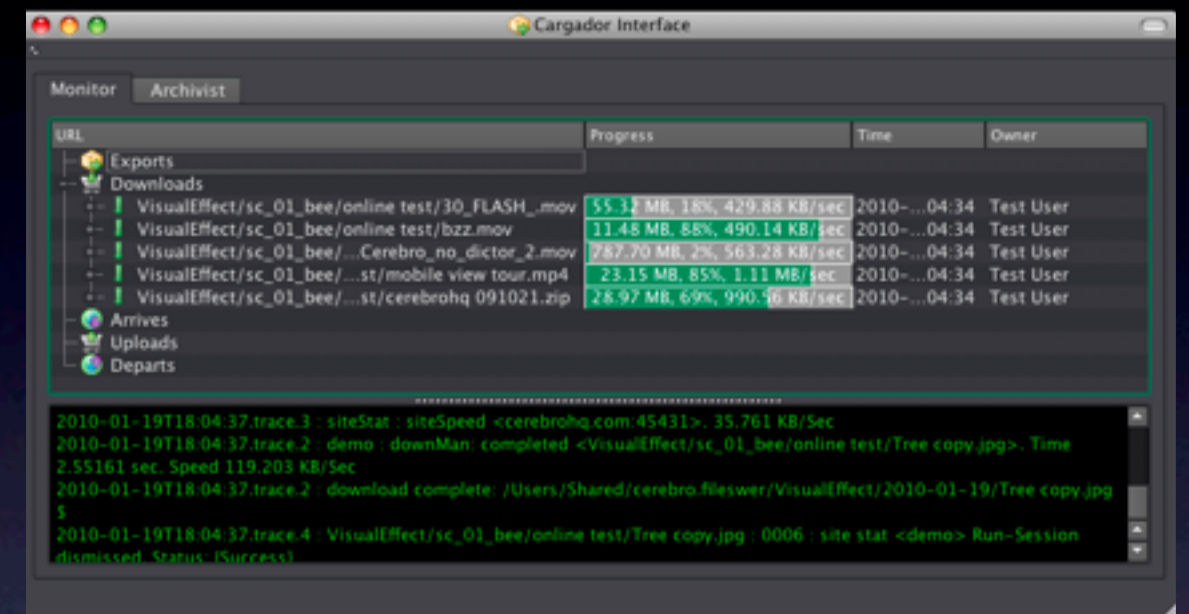
# SYSTEM COMPONENTS: CARGADOR

Cargador is a Cinesoft proprietary file management utility used for file storage, transfer, indexing and caching.

Key features:

- Supports unlimited size files,
- Verifies integrity of files being transferred,
- Supports upload and download cues with pause/cancel and restart/resume options,
- Schedules delivery of new content,
- Instantly searches among millions of files,
- Prevents unnecessary file duplication (first, it supports links to network storages and, second, it identifies files by their hash sums, not by names),
- Archives files and folders into .zip files on-the-fly.

As a standalone product Cargador is used to synchronize distributed file storages over Internet or LAN.



# SYSTEM COMPONENTS: CARGADOR

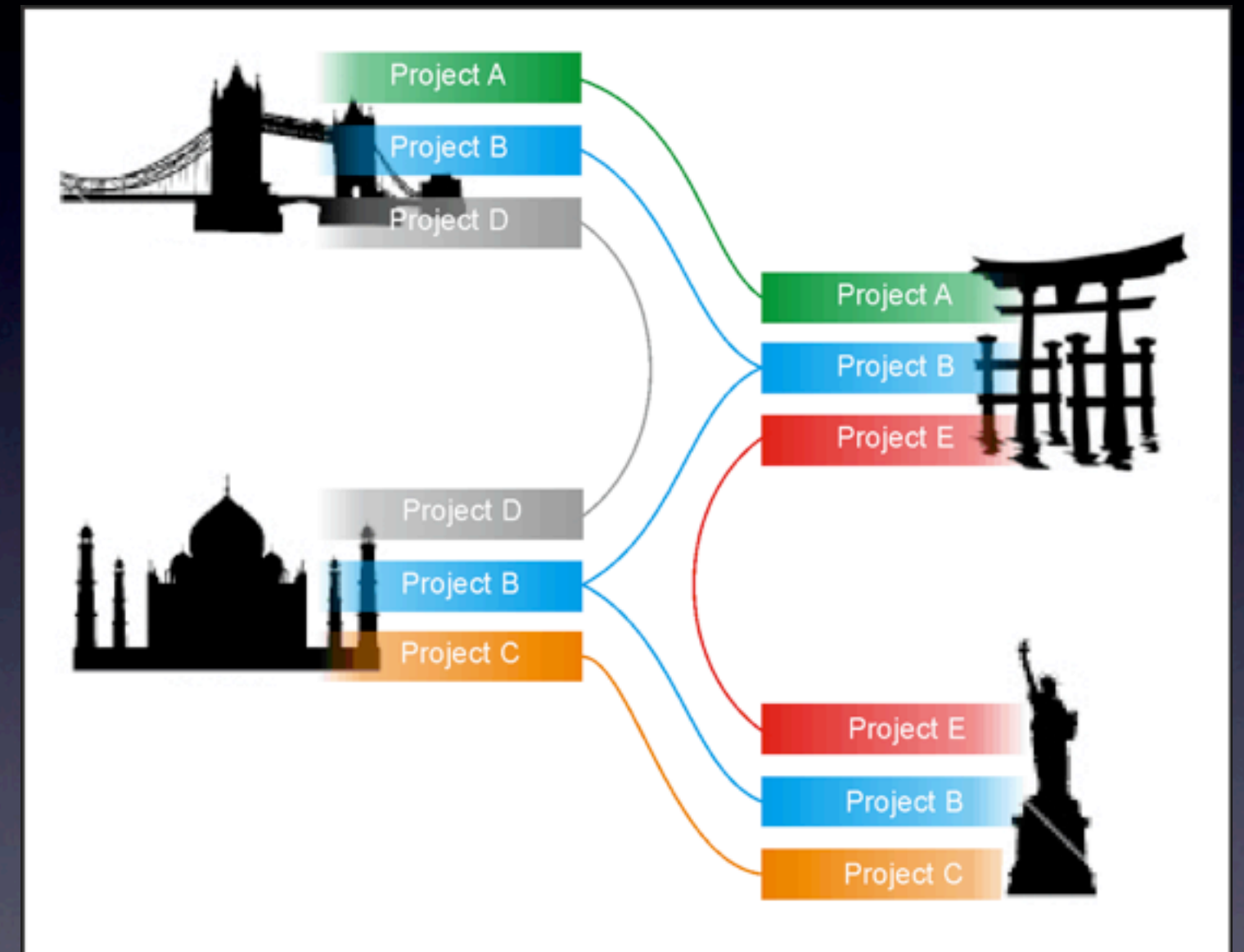
If you have several locations to interchange files with - clients, vendors, freelancers, or your facilities - Cargador makes it possible to synchronize heterogeneous file storages around the world.

It supports unlimited size files and can be setup to synchronize them:

- on demand,
- on schedule.

Cargador is more convenient and secure than a Good Ol' FTP server:

- it verifies integrity of transferred files,
- it prevents unauthorized access to files,
- it prevents unnecessary file duplication on a storage.



# CEREBRO API

Since January 2012 Cerebro installation packs are bundled with Python.

Cerebro API is of three types:

- API to Client. It's a trigger-based system where a trigger switches on a user's action (message posting, tag changing, new task creation, etc.). The system consists of about 30 triggers, i.e., it can react to a number of actions and conditions. For example, *check if a user didn't forget to attach to his report a file with the right extension corresponding to the type of the task.*
- API to the database.
- API to the file storage.

We released several API samples:

- check: a new Report being posted to a Forum of a Task with Activity Type=Compositing must be supplemented by an attached .mov file and a link to Nuke script;
- if a local link to a sequence of images is posted to Forum, a proxy video must be generated and attached to the same message;
- report: make a new item in Main Menu - Generate custom report. The report reflects the working time for a period spent by all Cerebro users, grouped by Activity attribute.

# 2012 TECHNOLOGY ROADMAP

	Q1 2012	Q2 2012	Q3 2012	Q4 2012
Core		Cerebro Server Installer	Replication Servers in EU & US for SaaS versions	
Interface			New web interface	Translation into German, Spanish and French
Integration	SDK v.1.0 publishing	DUMA (render manager) check-in/out		SDK v.2.0 publishing
Built-in Tools	AVC codec support in MIRADA (built-in media reviewing tool)	PDF support in MIRADA	MIRADA API for integration with 3rd party software	Instant Messenger

# CONTACTS

If you are interested to find out more about Cerebro, Cargador or Mirada please send your inquiries to:

Konstantin “Stan” Kharitonov (CEO): [khar@cinesoft.ru](mailto:khar@cinesoft.ru)

Edward Kim (Sales & Marketing): [e.kim@cinesoft.ru](mailto:e.kim@cinesoft.ru)

Phone: +7 (495) 9800376

Address: Cinesoft Ltd., 55/59, Bolshaya Pochtovaya str., Moscow, 105082, Russia

