

Multimedia & Entertainment Industry Solutions Guide

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About QNAP

Founded in 2004, QNAP is committed to providing efficient, reliable, and innovative technology solutions to meet the diverse needs of professional users and businesses of all scales.



Global Services

QNAP provides professional and stable services worldwide and ensures localized support.

14+

subsidiaries

50+

countries served worldwide

A Brand Trusted by Professionals

Products



We deliver integrated storage, networking, and smart surveillance solutions, combining advanced software and hardware to drive business digital transformation.

Long-term Availability



Our long-term commitment to supporting models ensures consistent NAS performance and streamlined management for long-term projects.

Warranty



Standard hardware repair and service are available for all QNAP products. An extended warranty is available for up to five years.

Our Mission | Empowering the M&E Industry with Efficient Storage and Team Collaboration

The Multimedia and Entertainment (M&E) industry is navigating an era of explosive content demand. From 4K to 8K high-resolution video, complex VFX-heavy projects, to real-time collaboration across studios and borders—the need for scalable storage and ultra-fast data transfer has never been greater. Creative teams must not only overcome bandwidth and latency challenges, but also ensure data security and seamless cloud accessibility to keep pace with today's increasingly intricate production workflows.

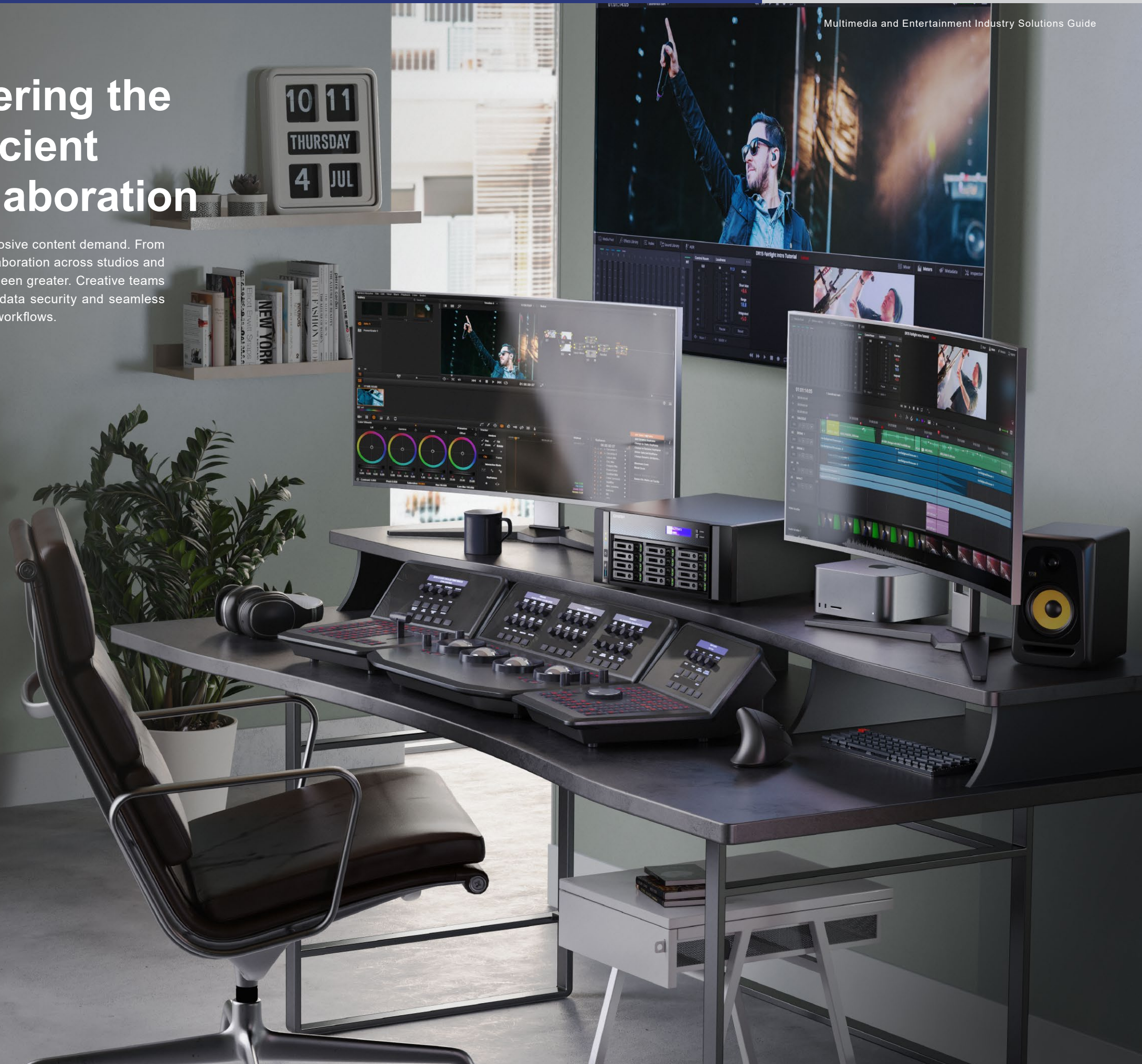
QNAP – Your Creative Workflow's Most Reliable Partner

As a leading expert in storage technology, QNAP is committed to empowering the media and entertainment (M&E) industry with professional, reliable, and cost-effective storage solutions. Our NAS (Network-Attached Storage) systems serve as the backbone of collaborative video workflows, helping teams overcome storage and bandwidth bottlenecks while improving data transfer speed, stability, and cost-efficiency.

By combining high-performance NAS hardware, fast and scalable network infrastructure, and flexible cloud integration, QNAP delivers:

- Cost-effective storage and data management solutions with budget-friendly pricing
- A high-capacity, high-performance platform for multi-user collaboration and file access
- Comprehensive and reliable data protection to safeguard creative assets

This solution guide will dive into the key pain points of video production teams and how QNAP helps tackle real-world challenges—making us the ideal partner in your creative journey.




QNAP Product Lineup


Whether you're a small team or a large-scale production, QNAP offers storage solutions that combine on-premise and cloud management with flexible scalability—meeting the full spectrum of data storage, sharing, and collaboration needs in media production.

Network Attached Storage (NAS)


Centralize high-performance file storage and management



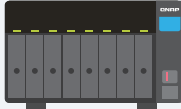
All-Flash Storage
Ultra-low latency for VFX read/write



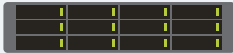
Hybrid Storage (HDD+SSD)
High capacity with fast SSD performance—best of both worlds



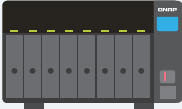
Portable Form Factor
Ideal for on-location shoots with high mobility



Built-In 10GbE Ports
Perfect for online editing and large file transfers



Built-In 25GbE Ports
Optimized for multi-user access and high-speed collaboration



Built-in Thunderbolt™ Ports
Direct, high-speed connectivity to Thunderbolt™ devices

Supported Connections

Drive Interface	Ethernet	Connection Port	Expansion Port	Output Port
SATA/SAS/PCIe NVMe	2.5/10/25/100GbE	Thunderbolt™ 4	PCIe expansion slot	HDMI™

JBOD/DAS Expansion Unit


Scale up NAS capacity to handle growing project files and media archives



Desktop DAS/JBOD



Rackmount JBOD




Short-depth JBOD

Supported


Connection Interface	Drive Interface	Supported Devices
SAS/PCIe/SATA/USB	SAS/SATA	QNAP NAS, PC, Server

Network Switch


Eliminate bottlenecks and ensure smooth collaboration across creative teams




2.5GbE



10GbE



25GbE



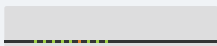
100GbE

Supported

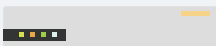
Multiple Ports	Managed Switch Types				PoE (Power over Ethernet)	
5 to 24 ports	L3 Lite Managed	L2 Managed	Lite Managed	Unmanaged	PoE	Non PoE

Router

Secure, high-speed connectivity for on-site and remote access—ideal for hybrid production environments



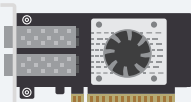
Wi-Fi 6 (2.5/10GbE)



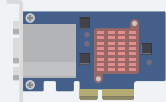
SD-WAN (2.5/10GbE)

Expansion Card

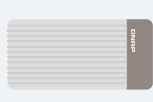
Unlock more speed, capacity, and flexibility—tailor your setup for intensive media tasks



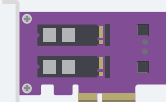
Storage Expansion Card
Connect JBODs
SAS/PCIe/SATA



Network Card
Supports NAS or PCs
2.5/5/10/25/100GbE




Network Adapter
Suitable for Mac® devices
Ethernet/Thunderbolt™/USB



M.2 SSD Expansion Card
Add M.2 SSDs NVMe/SATA

myQNAPcloud Storage

Flexible subscriptions, competitive pricing, and seamless cloud collaboration for distributed teams



myQNAPcloud Storage

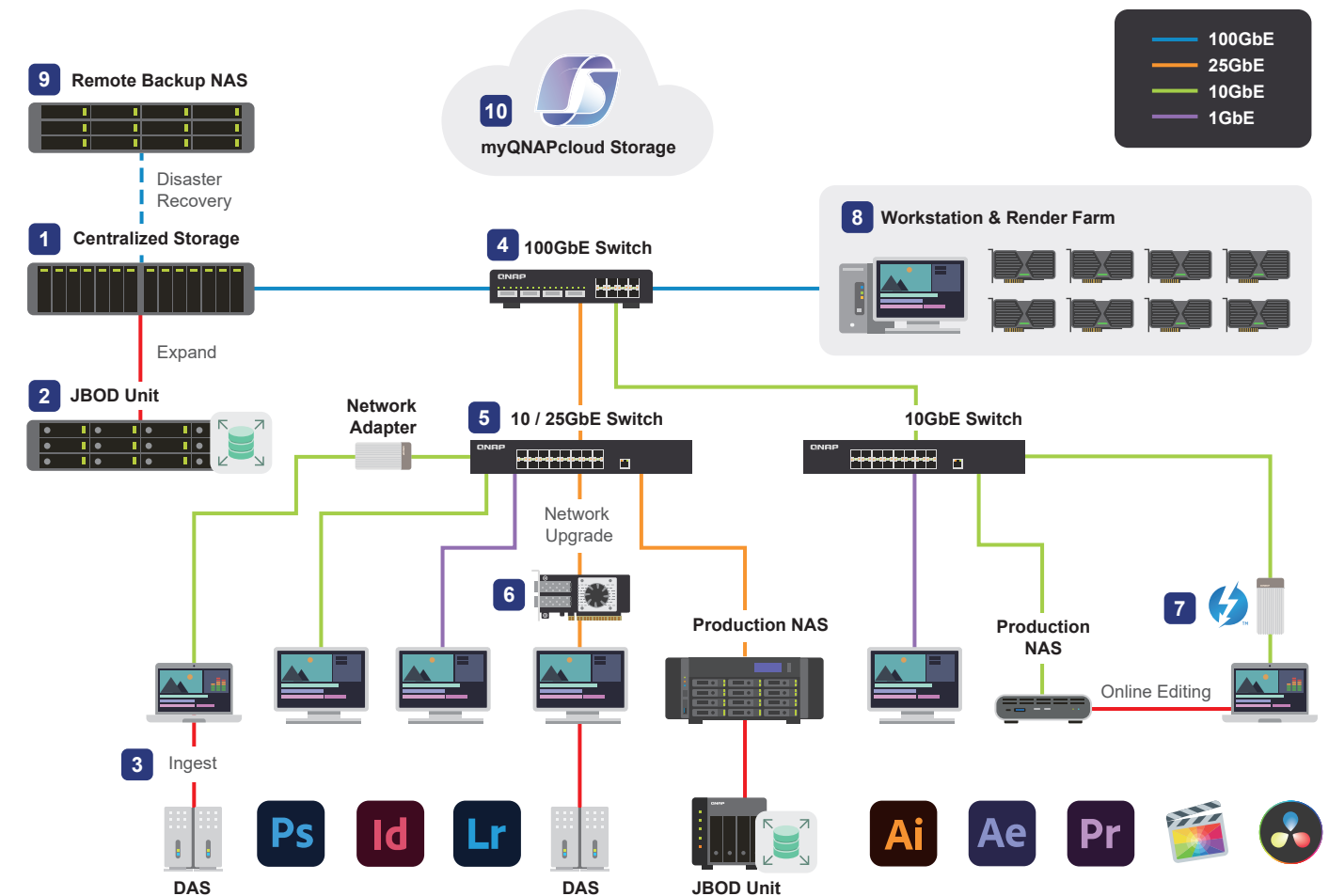
- Ideal for NAS off-site backup
- External file sharing
- Immutable storage



See all models online.

QNAP Solutions for Video Production: Storage, Collaboration, and Backup — All-in-one

QNAP offers an end-to-end solution—from media ingest to cloud sharing—purpose-built for creative industries. Covering storage, backup, team collaboration, disaster recovery, and file sharing, QNAP streamlines online editing and post-production workflows while ensuring every creative project runs smoothly and every media asset stays fully protected.



1 Centralized Storage

Deploy high-capacity all-flash NAS for ultra-fast, low-latency access—speeding up editing and rendering tasks.

2 Storage Expansion

Start with essential capacity and scale affordably with expansion units as your project needs grow.

3 Raw Files Ingestion

Quickly ingest large volumes of raw footage to NAS via external SSDs or DAS, kickstarting an efficient workflow.

4 100GbE Backbone Network

Leverage 100GbE switches to maximize total bandwidth and support large-scale collaborative environments.

5 High-speed 10GbE/25GbE

Use multi-port 10GbE/25GbE switches to ensure low-latency, real-time editing across multiple users.

6 Cross-Platform Edit & Collaborate

Upgrade Windows® and Mac® workstations with NICs for faster, seamless cross-platform collaboration.

7 Thunderbolt™ 4 Direct Editing

Connect Thunderbolt™-enabled workstations directly to NAS for smooth, high-speed online editing.

8 Render Computing

Pair all-flash NAS with 100GbE switching to power low-latency render farms and GPU compute tasks.

9 Disaster Recovery

Automatically back up primary NAS data to a secondary NAS to prevent data loss and business interruption in emergencies.

10 Data Sharing

Securely share files with external partners via myQNAPcloud Storage to enable fast and efficient remote collaboration.

Challenge 1

Why Most Professional Media Production Teams Prefer Online Editing Collaboration?

Many media teams start out using DAS (Direct-Attached Storage) to store their video assets—it's simple and works well for a small crew. But as your team grows and workflows get more complex, DAS starts to hold you back.

Slow and tedious file sharing

For example, when an editor finishes and the colorist needs to take over, the video files must be manually exported from the DAS and sent to another workstation. For large video files, that's a serious time sink.

Messy device management

When everyone relies on their own DAS or external drives, files are hard to locate, collaboration is fragmented, and any single hardware failure can cause major delays.

6 Major Challenges in M&E—Solved by QNAP!

1. Files scattered across devices
2. VFX workflows lag and stall
3. Storage fills up fast
4. Network can't handle the load
5. No backup, no safety net
6. Sharing files is a hassle

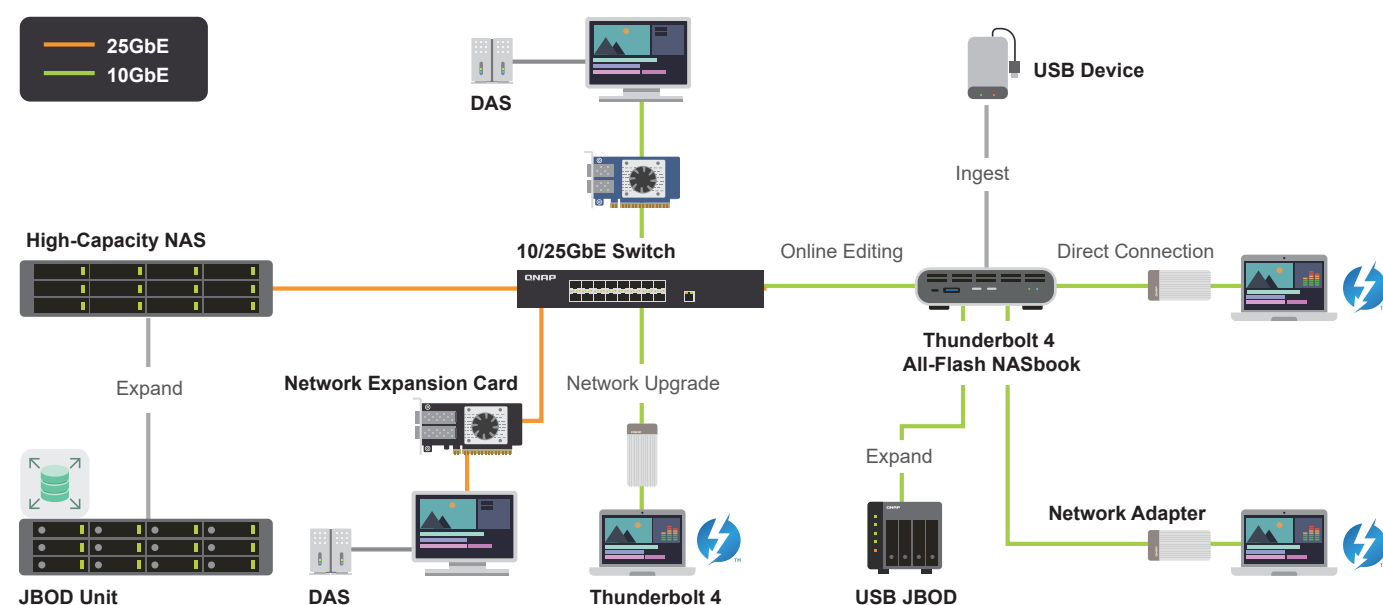


1 Solution

See How QNAP Centralized Storage Powers Online Editing Collaboration

One shared storage space—for both Windows® and Mac®

With QNAP NAS, your team can mount shared storage directly to their computers over SMB—just like adding another drive. Everyone can access and edit files on the NAS at the same time, no matter if they're using Windows® or macOS®. No more saving media files locally—free up your workstation and streamline your workflow.



Centralized storage on NAS makes a difference

QNAP NAS comes with RAID protection and far greater flexibility than DAS. You get easier storage expansion, reliable backup options, and smarter data management. No matter how large or complex your media projects get, your files stay safe, organized, and accessible.

MacBook Pro? No problem—join the 10GbE team

Many creatives use MacBook Pro, but the lack of a built-in Ethernet port can be a challenge. With QNAP's USB 4 Type-C to 10GBASE-T RJ45 adapter, you can instantly turn your Thunderbolt™ port into a 10GbE connection and jump into a high-speed editing environment—no compromise.

Go Thunderbolt™ direct

Select QNAP NAS models with built-in Thunderbolt™ 4* let you connect directly to Thunderbolt™-enabled Windows® or Mac® workstations. Enjoy blazing speeds of up to 20 Gb/s* for smoother online editing and faster large file transfers—no switch needed.

*Note: QNAP Thunderbolt™ 4 NAS adopts Thunderbolt Networking for peer-to-peer connection, up to 20Gbps.

Zero-latency online editing

What is online editing? It's when your editor opens editing software (such as Adobe Premiere Pro®, Final Cut Pro®, or DaVinci Resolve®) directly on their local workstation—and edits media files stored on the NAS in real time. No file downloads. No copies. Just smooth, direct access.

To make this work seamlessly, three things matter most:

• Network speed

If you're using a QNAP 25GbE NAS as your centralized storage, your editing workstations (whether Windows® or Mac®) should also support 10GbE. QNAP makes this easy—You can install QNAP's 10GbE or 25GbE NICs on your workstation to upgrade to high-speed networks. And for team-wide collaboration, setting up a 10GbE or 25GbE switch ensures that multiple editors can work with high-res files simultaneously—without delays. It also gives you enough bandwidth headroom to support heavy-duty rendering nodes like a render farm.

• Read/Write speed from the drives

With QNAP's high-bay NAS models, you can create larger RAID arrays with more drives—unlocking the performance benefits of disk parallelism. That means faster read/write speeds and fewer bottlenecks, especially when multiple editors are accessing footage at the same time.

• Processing power of the NAS

At QNAP, we don't skimp on CPU power. Our NAS models are known for offering strong performance at a fair price. Powerful CPUs and versatile I/O options ensure your online editing workflows stay smooth, stable, and efficient—saving your team time and helping you focus on the creative work that really matters.



“QNAP has a great data management software, and is a brand that helps our clients and vendors to be trusted.”

White Light Studio | Post-production House, Thailand

QNAP helped White Light Studio streamline its post-production workflow by enabling centralized storage and smooth editing of large 4K/8K video files.

Challenge

2

Why Visual Effects (VFX) Studios Choose All-Flash Storage?

If your VFX team is currently using an HDD-only or hybrid (HDD + SSD) NAS setup to manage projects, we get it—those configurations can be cost-efficient at the start. But as your projects scale and team collaboration becomes more complex, performance bottlenecks begin to show. When multiple artists are accessing VFX assets at high frequency, consistent read/write performance becomes critical—and traditional setups may struggle to keep up.

SSD caching isn’t just helpful—it’s essential for VFX work

VFX artists constantly work with massive image assets and small but frequent parameter files. These demand extremely fast access speeds to ensure smooth software performance. SSD caching enables that speed—loading frequently used files and cached data instantly, improving preview responsiveness and overall workflow efficiency.

Rendering tasks require serious bandwidth

When it’s time to render, every frame involves complex calculations and repeated access to source files stored on the NAS. If your network can’t keep up, render nodes slow down or stall entirely. That’s why high network throughput—especially when using multiple rendering machines—is just as important as fast storage.



View Recommended
10GbE NAS Models



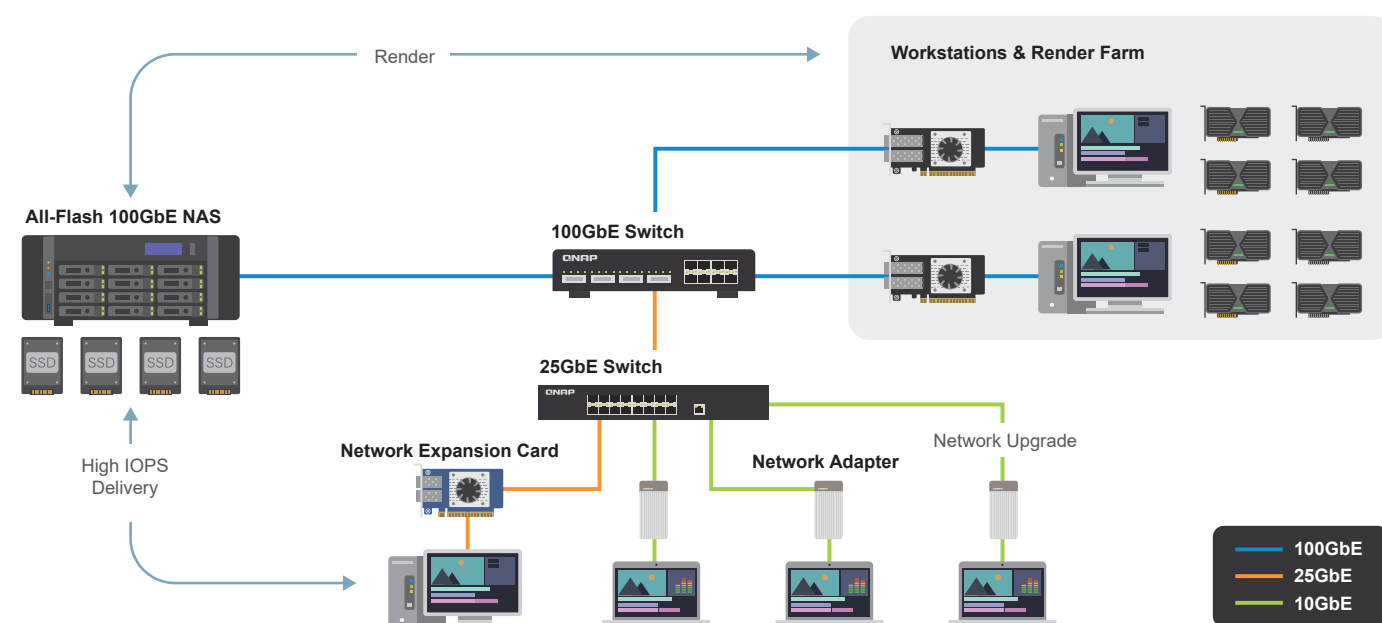
View Recommended
25GbE NAS Models

2 Solution

See How QNAP Delivers High-Speed All-Flash Storage for VFX Teams

All-flash performance with ultra-low latency

QNAP's all-flash NAS solutions are designed to meet the fast-paced demands of VFX work. With SSD caching enabled, small files load faster and latency drops significantly—ideal for handling complex animation layers or frequent fine-tuning. You can also create SSD storage pools for high-intensity data transfers, giving artists smoother, more efficient collaboration with fewer slowdowns and delays.



100GbE doesn't have to mean high cost

QNAP's 100GbE switches deliver ultra-high bandwidth to your studio without breaking your budget. Built with high port density and designed for post-production teams, these switches form the backbone of a fast, collaborative network. You get the performance needed for multi-node rendering and large file transfers—while keeping infrastructure costs in check.



“We look forward to building a path to international success for Taiwan’s animation industry—with the support of QNAP’s storage solutions.”

MoonShine Studio | Animation Studio, Taiwan

QNAP helped MoonShine Studio securely manage a vast library of animation files and significantly improve project file access speed.

Challenge

3

How Video Production Teams Cope with Growing Storage Demands?

According to QNAP's research into the media production industry, a production studio with around 50 team members can expect annual storage demands to grow by at least 500TB—sometimes even reaching 800TB. To keep up, studios need to make regular investments in storage expansion. But it's rarely a smooth process.

4K and 8K files are exploding in size

As video resolution increases, so does the size and number of files in every project. Whether you're dealing with raw footage, multiple versions, or archived content, the demand for storage capacity is growing faster than ever.

Legacy setups are hard to scale

Many traditional storage systems simply aren't built for flexible growth. Expanding SAN environments can be expensive. DAS setups are limited by their direct-attach architecture, and external hard drives make centralized file management nearly impossible. Without a scalable solution, teams are left juggling hardware limitations—and facing ever-rising costs and complexity.



Select Your All-Flash NAS



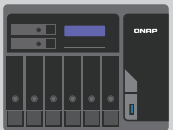

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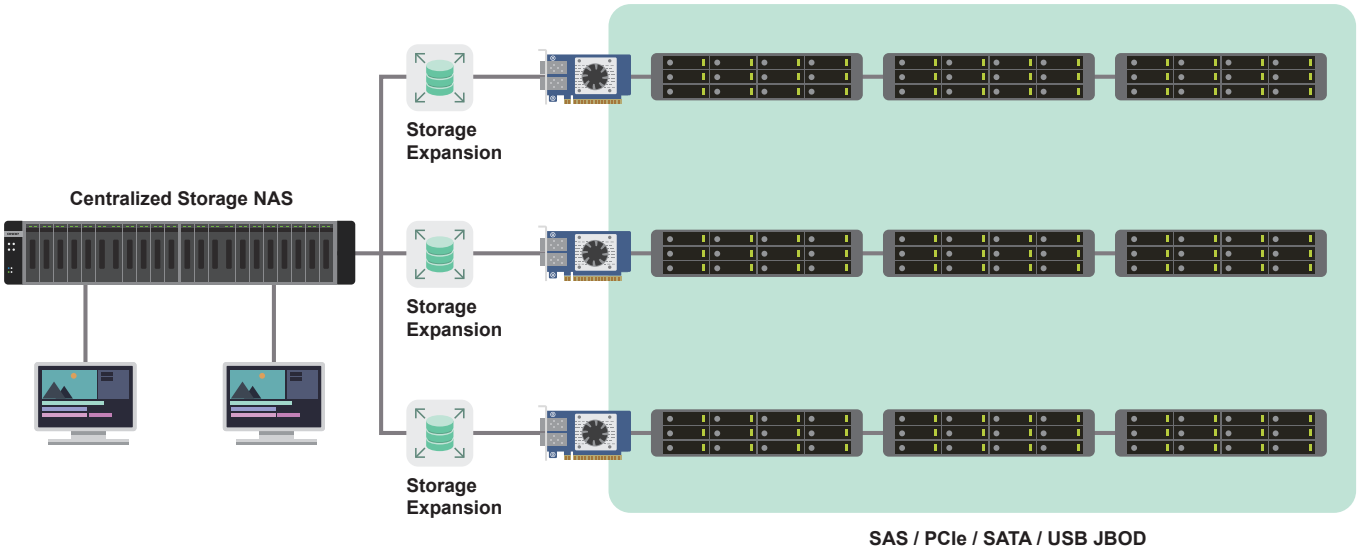
Solution

QNAP NAS—Built for Long-Term Scalability

Affordable and flexible JBOD expansion options

QNAP offers one of the industry’s widest selections of JBOD expansion units—available in SAS, PCIe, SATA, and USB interfaces—so you can scale storage based on your exact needs. With QNAP’s Storage & Snapshots Manager, you can easily monitor and manage NAS, all connected JBODs and drives from a single, intuitive interface.

QNAP JBOD Types	Number of Drive Bays	Disk Drive Interface	Advantages
<div></div> <div>SAS JBOD</div>	12, 16-bay 60-bay	12Gbps SAS, 6Gbps SATA	<ul style="list-style-type: none">• Supports higher-performance and more reliable SAS drives• Enables Multi-path support—if one path fails, the other keeps your system running smoothly• 60-bay SAS JBOD offers high-density storage in a compact 4U chassis
<div></div> <div>PCIe JBOD</div>	12, 16, 24-bay	6Gbps SATA	<ul style="list-style-type: none">• Supports a high number of expansion units• Scalable up to petabyte-level capacity
<div></div> <div>SATA JBOD</div>	4, 8, 12, 16-bay	6Gbps SATA	Best value—strikes the right balance between performance, capacity, and cost
<div></div> <div>USB JBOD</div>	2, 4, 8, 12-bay	6Gbps SATA	Budget-friendly and the easiest to set up



Note: JBOD compatibility and the number of supported units may vary by NAS model. Refer to QNAP.com for details.

Designed to support large-capacity drives

Sometimes the fastest way to solve a storage shortage is to go bigger. QNAP works closely with leading hard drive vendors to validate compatibility with the latest high-capacity drives—so you can continue expanding your storage pool with confidence.



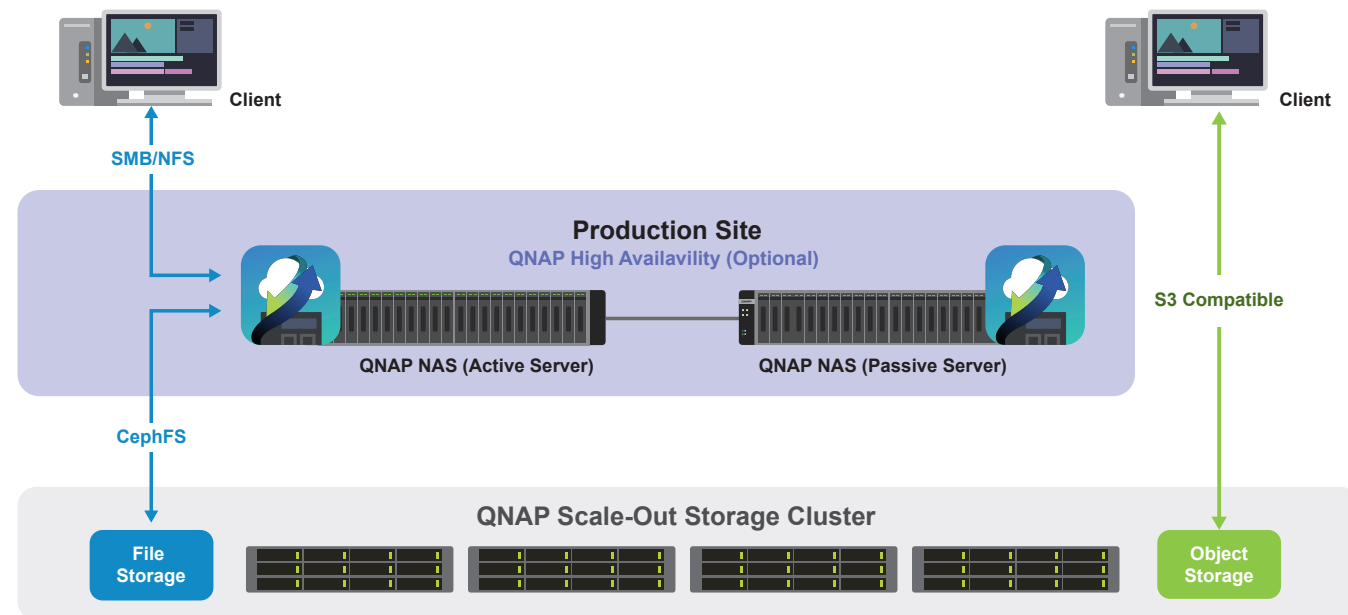
“QNAP delivers fast, reliable storage that allows us to meet client needs with confidence. Thanks to its scalable architecture, we can adjust our system at any time, securely and efficiently.”

Parkmedia | Post-production Studio, Spain

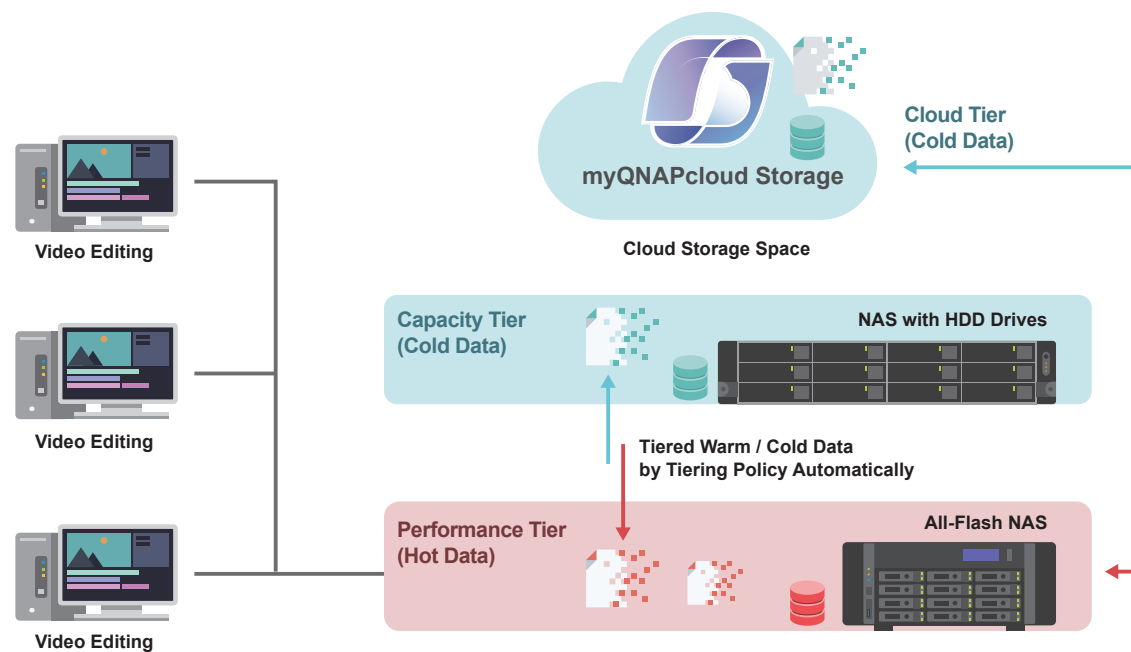
QNAP helped Parkmedia adapt to new storage formats and handle the heavy demands of high-volume multimedia file storage.

QNAP's Next-Gen Storage Architecture Is Coming

QNAP's Scale-Out NAS solution empowers users to expand storage capacity on demand—while ensuring high availability and sustained performance. Even under heavy workloads and high connection counts, the system is designed to maintain optimal efficiency and uptime for critical workflows.



In parallel, FileTiers, QNAP's new intelligent auto-tiering technology, integrates multiple QNAP NAS units with cloud storage to automatically move data between hot, warm, and cold tiers. The result: a smarter balance between performance and storage efficiency, enabling seamless and cost-effective data management across your entire environment. (Coming soon)



Challenge

4

Network Backbone—The Hidden Bottleneck in Media Production Workflows

When media production teams look to boost performance, the go-to solution is often to upgrade workstations or invest in faster storage. But as collaboration scales and more team members work simultaneously, performance issues still arise—and that's when the real bottleneck reveals itself: your network backbone isn't keeping up.

“100GbE? Sounds expensive!”

We hear this a lot. Many studios have already made the jump to 10GbE—all workstations sharing files over 10GbE, which took a decent chunk of the budget. So when the idea of 100GbE comes up, it often sounds like overkill... or a luxury only massive studios can afford.



4

Solution

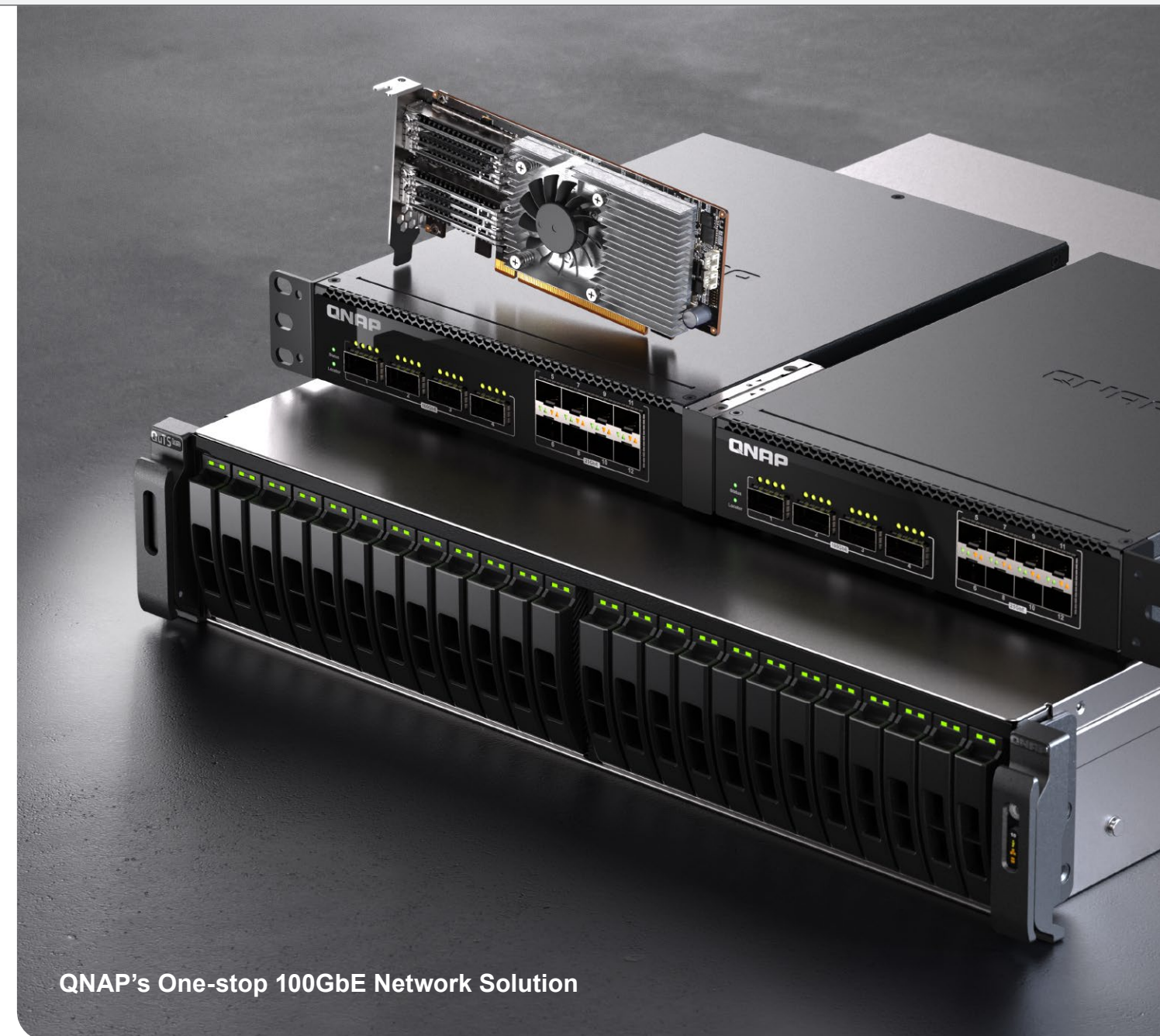
Affordable 100GbE for Media Teams Starts Here

Upgrading to 100GbE is more affordable than you think

Thanks to QNAP's deep expertise in both hardware design and manufacturing, our 100GbE solutions are priced to make high-speed networks accessible—not just for enterprise giants, but for growing creative studios too. From switches and NAS to network cards, QNAP offers a complete, cost-effective 100GbE ecosystem tailored for media production workflows.

1200Gbps switching capacity—built for large-scale collaboration

A switch's total switching capacity determines how much data it can handle at once. With QNAP's 100GbE switches, you unlock a massive 1200Gbps backbone—giving your entire team the bandwidth they need to work without slowdown. Whether it's transferring large project files, syncing media across departments, or co-editing VFX shots in real time, every connection stays fast and stable.



100GbE L3 Lite
Managed Switch



100GbE NAS



100GbE Network
Expansion Card
(Compatible with NAS,
PC, and Server)

Challenge

5

Why Data Security and Protection Matter in Video Production?

In video production, some moments are truly irreplaceable—whether it's a million-dollar set, a once-in-a-lifetime shot, or a celebrity whose schedule took months to lock in. If those files are lost or corrupted, it's not just frustrating—it's devastating. You can't reshoot those scenes, and delays could throw off your entire delivery timeline. Worse yet, trying to recover from it often means lost time, wasted resources, and unexpected costs.

Ransomware attacks are a growing threat

Production teams often download assets or share files with external collaborators, unintentionally exposing their systems to ransomware. If your footage is encrypted or stolen, the damage can be catastrophic. Beyond paying a ransom, there's the risk of unreleased content leaking online—and the hit to your reputation can be far more costly.

**Backup strategies are often incomplete**

Many teams only back up files on their workstations, but forget to back up the data stored on their NAS. This leaves critical assets vulnerable. If a device fails or someone accidentally deletes a folder, that work could be gone for good.

Low backup frequency

Animation and VFX workflows generate massive volumes of files and multiple project versions every single day. Yet many teams only back up once a week—nowhere near enough to keep up with the pace of production. One unexpected failure could mean losing a week's worth of progress.

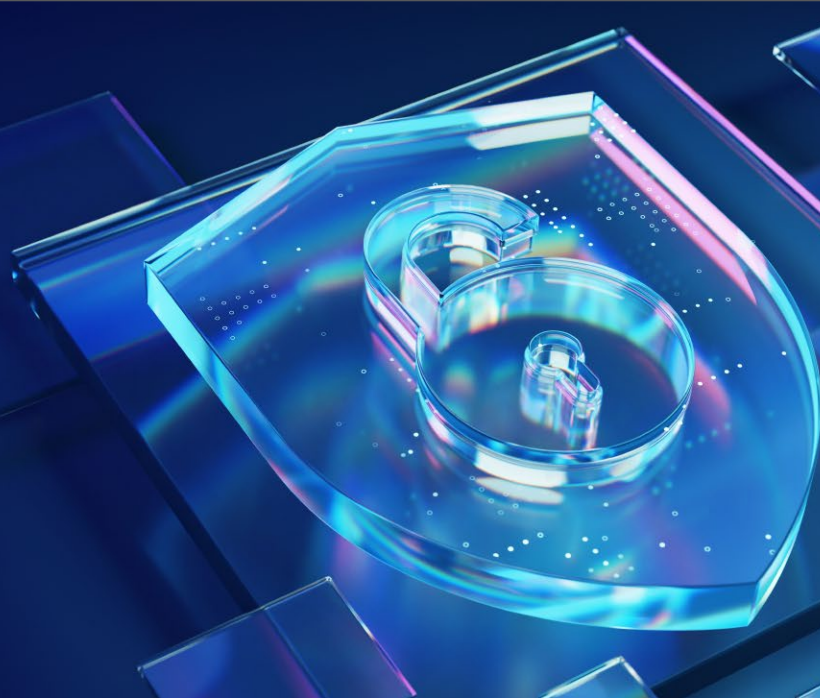


5 Solution

See How QNAP Secures Your Media Projects with Smart, Reliable Protection

A secure and centralized backup hub

With a single QNAP NAS, you can protect nearly all your valuable media assets. Back up video files from Mac® or Windows® workstations, as well as external SSDs, all in one place. Built-in RAID protection, snapshot recovery, and access control give your data a strong first line of defense. For even greater protection, QNAP NAS models with the QuTS hero OS support immutable storage, guarding against ransomware attacks and accidental changes.

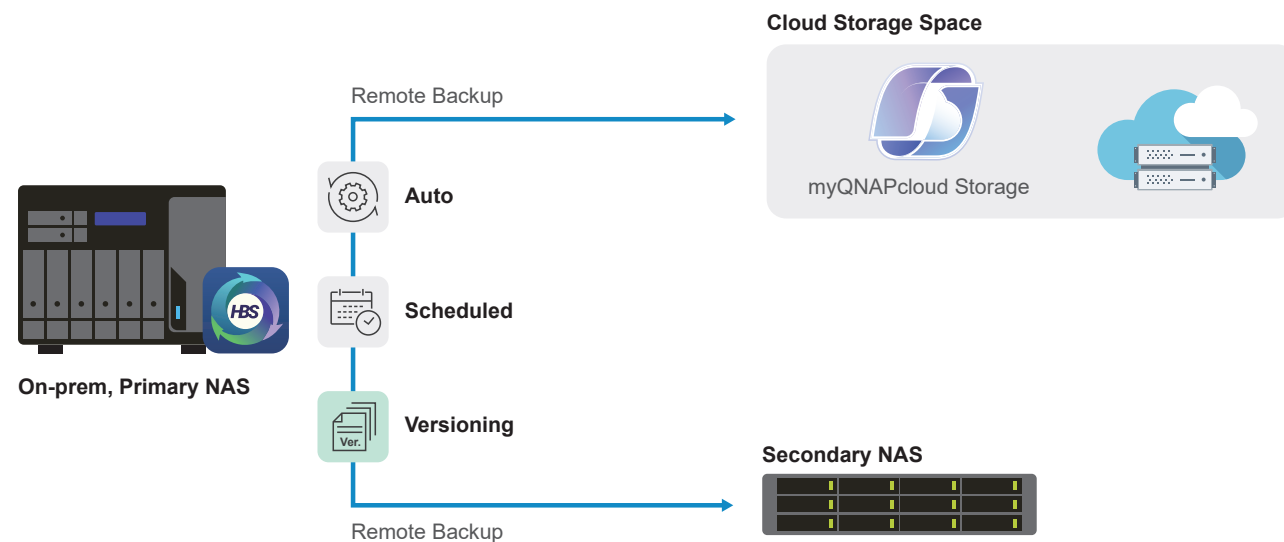


Automated backups—no effort, no excuses

QNAP NAS makes it easy to set up scheduled, automatic backups from one NAS to another, or to the cloud. You get frequent, offsite backups without the hassle of manual work—just set it once and let the system handle the rest.

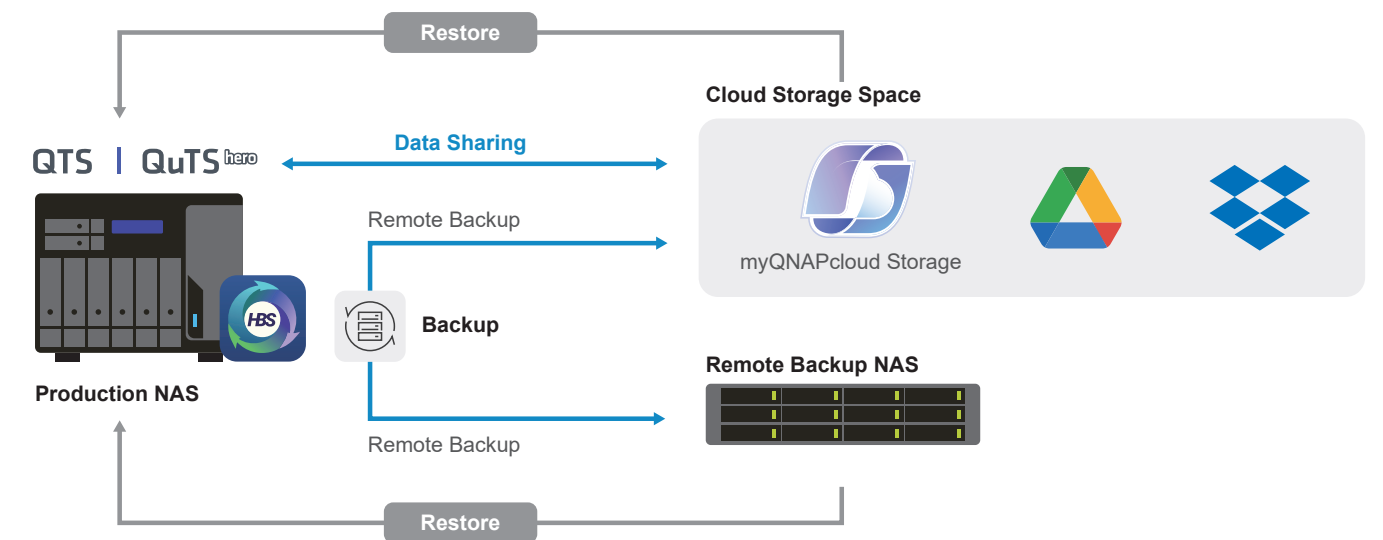
Multi-version backups for evolving projects

As video projects grow and go through constant revision, QNAP's Hybrid Backup Sync (HBS) lets you back up multiple file versions to the cloud or a remote NAS. You can define how many versions to keep and for how long, so you're always able to roll back when needed—minimizing the risk of data loss due to human error or mismanagement.



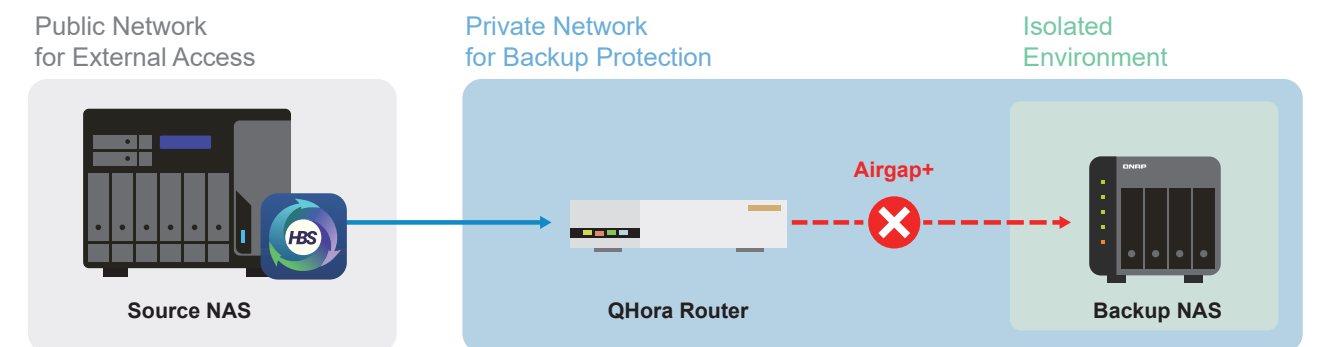
Flexible backups to QNAP Cloud, Google Drive™ or Dropbox®

myQNAPcloud Storage is QNAP's cloud storage platform, and is tightly integrated with NAS backup workflows. It supports WORM folders and Object Lock to create an immutable backup environment—ideal for securing your critical files. You can also back up directly to Google Drive™ or Dropbox®, giving you even more flexibility for hybrid cloud protection.



Air-gap your backups for true data isolation

For studios that take data security seriously, QNAP offers Airgap+, a backup isolation solution that physically separates your backup NAS from your production network. This reduces exposure to cyber threats and ensures your backups remain safe, even if your main systems are compromised.



Challenge 6 Streamlining File Sharing in Creative Workflows

Modern media production is a team sport—with specialized teams handling everything from editing and VFX to grading and delivery. Efficient and secure file sharing between departments and collaborators is now a must-have, not a nice-to-have.



myQNAPcloud Storage:

All QNAP users enjoy 16GB of free cloud storage



ENTROPY
STUDIO

“With HybridMount, we can easily store all our digital assets across both local and cloud spaces—we no longer waste time digging through countless hard drives to find what we need”

Entropy Studio | Visual Effects Studio, Spain

Entropy Studio uses QNAP HybridMount to unify local and Dropbox cloud storage for faster, more organized access.



6 Solution

Make File Sharing Smarter with QNAP NAS

Internal file sharing and collaboration

Internal File Sharing Within Teams

SMB file sharing for teams

Media production teams often use SMB-shared folders on QNAP NAS. Team members can mount the NAS just like a local drive—accessing, viewing, and editing files without feeling the distance. This setup streamlines cross-region collaboration and keeps workflows moving smoothly.



“Simple, secure, and exactly what we needed to access our files anytime, anywhere.”

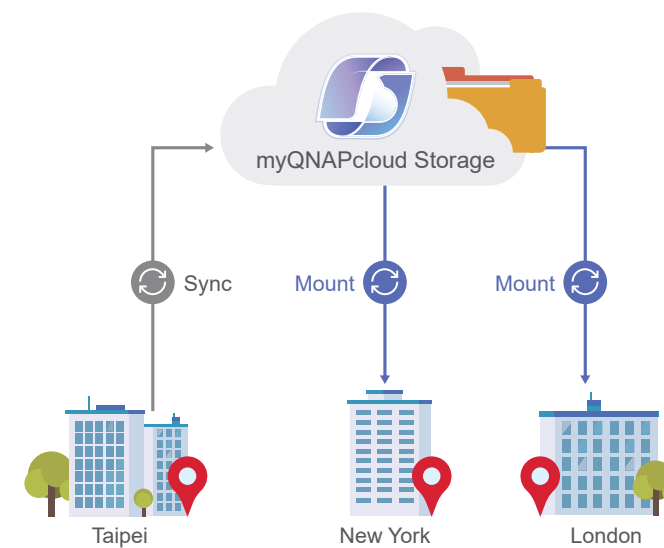
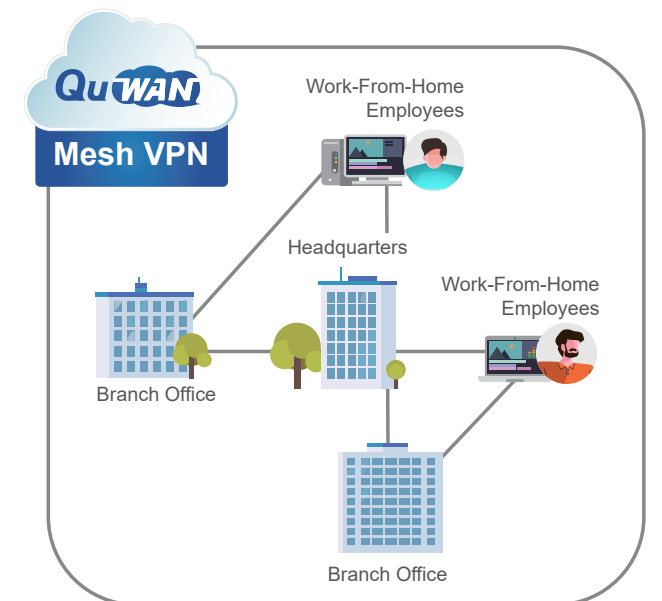
Adam Decor Center | Interior Design Studio, Bangkok

QNAP's user-friendly NAS and network switches have improved Adam Decor Center's workflow across multiple sites.

Cross-Office File Sharing

Let every office work like it's on the same local network

Have multiple office locations? With QuWAN SD-WAN, your teams can securely share internal files as if they were on the same LAN—whether they're in Taipei, London, or anywhere in between. This VPN-based solution ensures safe, encrypted communication across offices without



Use myQNAPcloud Storage as a sync hub across locations

Subscribe to a myQNAPcloud Storage plan and mount the same cloud space on NAS devices across different branches. Any changes or new files uploaded in one office are instantly synced across all sites—turning your NAS into a flexible, location-aware sync cloud.

6 Solution

Make File Sharing Smarter with QNAP NAS

Send and receive files with external teams

Custom shared links

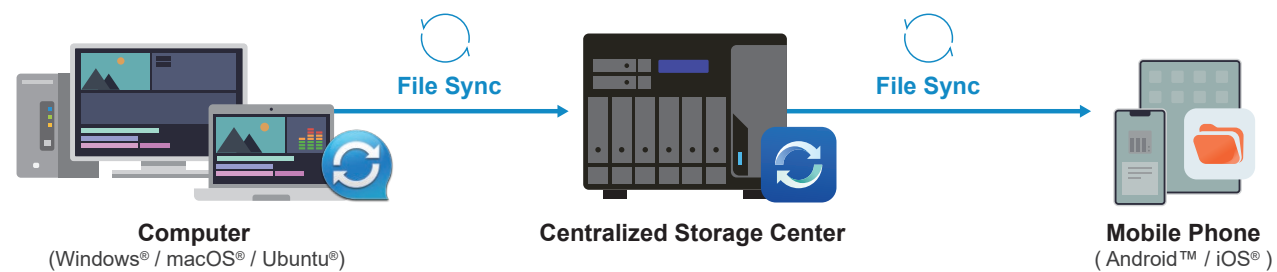
Use custom share links in File Station to let partners download files with one click. Set expiration dates and passwords to keep confidential content safe. All shared links can be easily managed in one place.

Import/export large files the fast way

Sending massive files over the internet can be a drag. Sometimes, handing over an external hard drive is the faster, simpler, and more secure option. QNAP NAS features a One Touch Copy button—just connect an external drive and press the button, then your designated folder will copy instantly to or from the drive. It's perfect for hand-delivered media.

Sync project folders across team members

With Qsync Team Folders, your collaborators can stay on the same page. Just drop files into the synced folder, and every team member gets the latest version instantly on their device.



Set up an FTP server

Old-school? Maybe. Still effective? Absolutely. With QuFTP, your NAS becomes a secure FTP server with TLS/SSL encryption and resume support—making it safer and more reliable than traditional FTP.

Use QNAP's public cloud—myQNAPcloud Storage

Love Google Drive™ or Dropbox®? You'll feel right at home with myQNAPcloud Storage. It works just like the tools you know, but offers better pricing and deeper integration with your NAS.



“We've completely streamlined our workflow—loading films directly onto the NAS and delivering them seamlessly to projectors. No more physical hard drives, no more delays. Everything just works.”

Academy of Motion Picture Arts and Sciences (AMPAS), USA

QNAP helped AMPAS centralize media file management, optimize screening workflows, and improve cross-location collaboration.



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