MASV™

Large File Delivery Solved

MASV is the fastest and most reliable way for creative professionals to transfer time-critical massive (20GB+) files
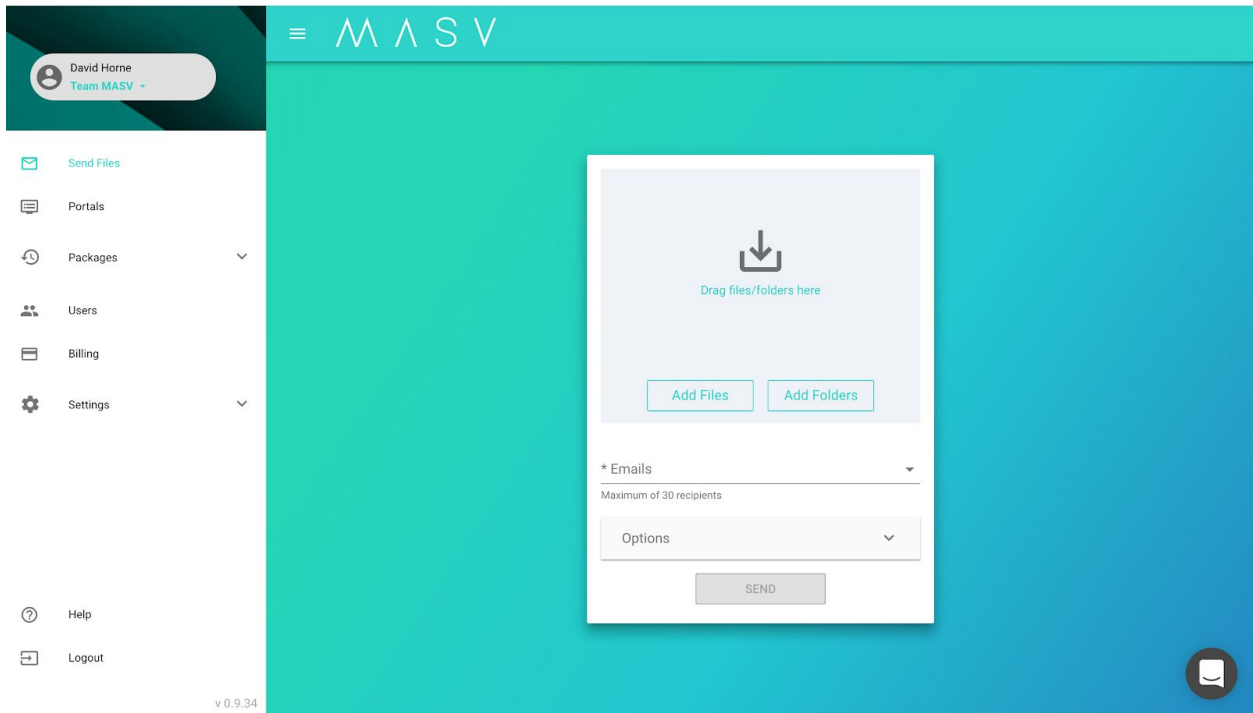
Reviewer's Guide
February, 2019

MASV

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Introducing the all-new MASV Transfer

The world of creative & video professionals has always been deadline-driven.

From broadcasters to videographers to creative directors to post-production pros, creatives live and die by their deadlines. Consistently hitting deadlines on-time, at-quality is essential.

Massive 4K and higher video files are quickly becoming industry standard. At the same time the ever-accelerating speed of business, combined with increasingly geographically dispersed clients or partners, means the ability to send large files quickly around the world – without the hassle of packing and shipping hard drives by courier – has never been more crucial.

When your film is debuting at 8 p.m., your file is either there at 7:59 p.m., or it's not. MASV ends the worry with a simple, fast and reliable transfer tool that works right in your browser, with no plugins, no software, and no IT headaches.

With the launch of MASV "3" in February 2019, MASV is the world's fastest file transfer solution for massive video files. That's right: faster than Signiant Media Shuttle, Aspera on Cloud, WeTransfer, Dropbox, or Google Drive.

MASV provides the fastest and most reliable way for video professionals to transfer time critical, massive (20GB-plus) files by maxing out transfer speeds in most locations around the world. It

harnesses an accelerated network of 160 servers to send, receive and track huge video files, from anywhere in the world, on time and without the headaches of hard drives, expensive annual contracts, plugins or software. And its easy-to-use interface means anyone, even the most technologically challenged clients or partners, can use it with no training and no tutorials. Put simply, MASV is large file delivery, solved.

Who are MASV buyers?

Here's a glimpse of the folks who are helping make MASV successful.

Film and video production professionals

Film production professionals, from videographers, to editors to producers/directors and post-production specialists, all have one thing in common: they work with incredibly large and time-sensitive files.

Clients now expect UHD-quality video file transfers easily, quickly, and with no compression or hard drives to ship. So it's vital for these professionals to be able to transfer those files from the shooting location to an editing suite, a client or partner's computer, or elsewhere quickly and reliably while retaining the highest level of file quality and security.

Freelancers and SMBs love that MASV is pay-as-you-go, allowing them to only pay for the transfers they actually use, and doesn't require complicated software downloads or plugin installations. More established production and post-production houses appreciate that MASV is usually the only large file transfer solution they need, in some cases replacing several different tools to accomplish the same tasks. And every professional in the film and video space is dealing with the ever-increasing need to deliver more, faster – making MASV a perfect compliment to their other digital tools.

Graphics and Web Designers, Advertisers, and Marketers

MASV's flexible customization options in its delivery portals and emails are perfect for this group, which is often required to deliver branded content to clients. Advertising and marketing agencies can personalize the client experience with their own or other branding. And MASV's speed and reliability ensure they don't keep their clients waiting past deadline.

Photographers

The new Panasonic SR-1 is capable of producing raw files at truly staggering 187MP, more than 16,000 pixels wide. You don't need to shoot at anywhere near that resolution for your photo collections to quickly overwhelm conventional file transfer tools. Raw shooters require speed and reliability when transferring digital files to clients or partners -- or simply uploading backup copies while travelling or on location. They need the ability to quickly, reliably and securely transfer enormous collections, including full folder structures, simply – and without a tedious monthly subscription.

# Tech and specs (and other details)

Application

MASV is a simple, browser-based application that makes it easy to send and receive enormous data packages. MASV consists of four key elements:

(1)Send Files with MASV Rush:

MASV's fully customizable tool for uploading and transferring files, MASV Rush is the fastest way to transfer huge video files across the city, country, or the world. Its 869 MBps average upload speed blows away the competition.*
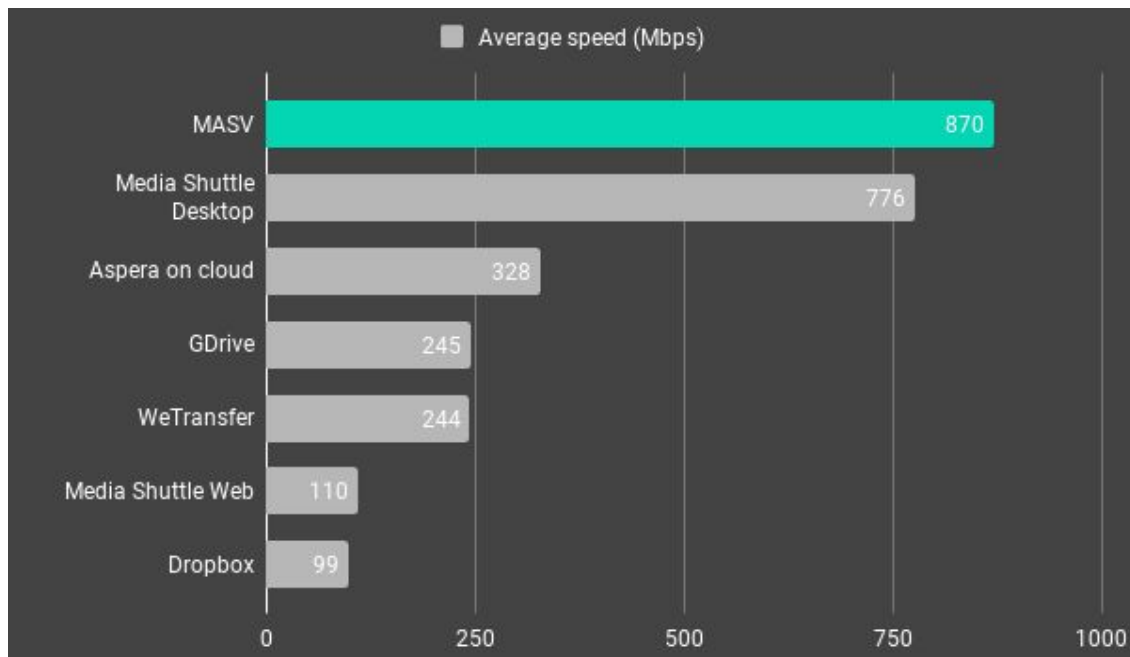
(2) Receive files with MASV Portals:
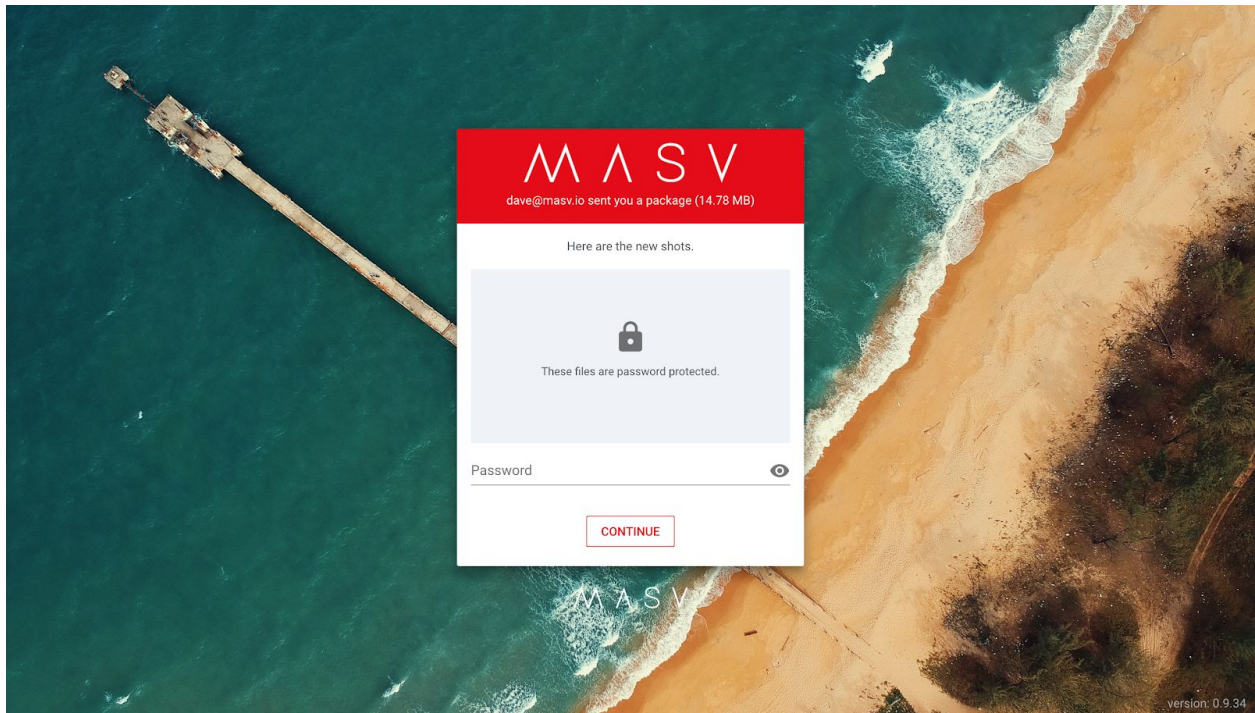
MASV Portals are fully brandable, password protected web pages, which MASV users utilize when they need to give clients or partners an easy to way to send them large files fast. To upload files to a portal, clients and partners only require the portal URL and password. They don't need to create a MASV account or download any software.

MASV users can create as many portals as required to support their ingestion workflows. Post-production companies, for example, could have one portal for production partners sending raw footage from global shoot locations, with another portal for remote colourists to give freelance workers an easy way to send completed project files.

(3) Share using MASV Teams:

MASV Teams allows users to add colleagues or teammates to their MASV account, providing easy user management, especially when working on multiple projects with several different production crews. Instead of sharing login info (as you might with an FTP site), you can provide defined access to team members so they can access files accordingly.

(4) Check delivery status with MASV Packages

The MASV console gives you access to a status readout of your file deliveries, providing a helpful view of packages sent, received and critical data that can be used to bill clients and confirm delivery status

Documentation & Support

While MASV is as simple as email, it also comes with all the support you need so you can always send even the most troublesome files.

MASV Help Center: Although MASV is incredibly easy to use, unforeseen issues sometimes come up: that's why MASV's online Help Center contains dozens of documents highlighting important FAQs, guides, legal information, and more.

Always-on technical help team: MASV's tech team is standing by and ready to help with any issues. MASV understands the seriousness of deadlines, and is very responsive to any technical problems that may arise.

**File transfer calculator:** If you're unsure whether using MASV will be faster and cheaper than shipping a hard drive via courier, put it to the test with our file transfer calculator. The calculator is based on data from MASV and the FedEx API, which serves up real-time pricing and time estimates (FedEx's fastest overnight option is used vs. MASV's overall delivery time, including upload and download).

Top New and Upgraded Features

With our recent MASV "3.0" upgrade, the fastest and most reliable way for video professionals to transfer time-critical, massive files over the Internet just got even better.

Here are some of our upgraded or new features in MASV 3.0.

UPGRADE! **Faster transfers on a bigger network.** Just because MASV is one of the fastest, most kick-ass browser-based file transfer solutions on the planet doesn't mean it can't be even faster. That's why we've added nearly 20 edge locations and more than 10 storage locations to our global network: to improve upload and download speeds and maximize performance.
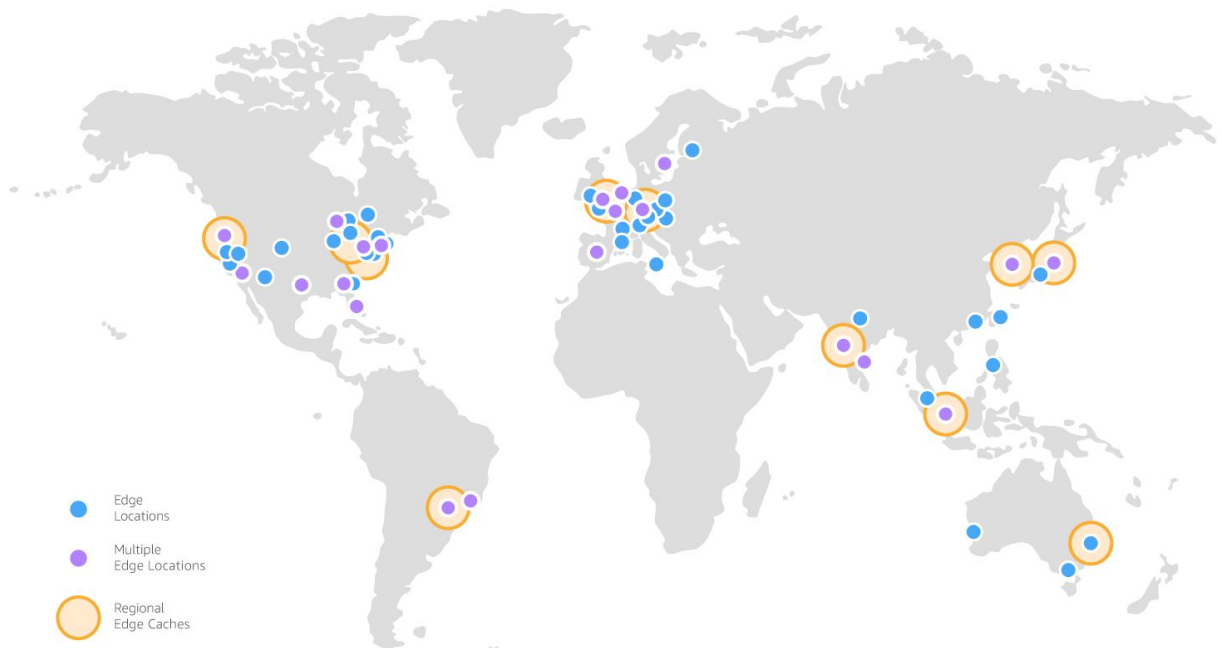
UPGRADE! **Improved uploader and user interface.** Send thousands of files in one go! MASV 3 removes our previous 2,000 file limit and has been re-engineered to support lower bandwidth rates and more transfers than ever. MASV's already-slick user interface has also been streamlined even further to ensure an even better transfer and file management experience.

NEW! **No more transfer babysitting.** MASV's upgraded front-end technology is now "fire and forget" – now you don't have to watch your transfer do its thing before using other areas of the platform. You can now easily use other areas of MASV, while simultaneously transferring files, along with keeping tabs on your recipients as they download. It's a productivity triple threat!

NEW! **Shareable links.** Let's be honest: no one wants to send a huge video file to the other

side of the world, only to later realize you also needed to send it to the recipient's partners. With MASV 3.0's shareable links, your recipient just needs to copy and paste their link from the completed transfer page to share it with stakeholders.

NEW! **A new, more flexible billing model.** It sucks getting charged for file deliveries your recipients don't download. And now, you don't have to. With MASV 3.0 you can send to as many recipients as you like worry-free, and you'll only be charged when those recipients download the files.
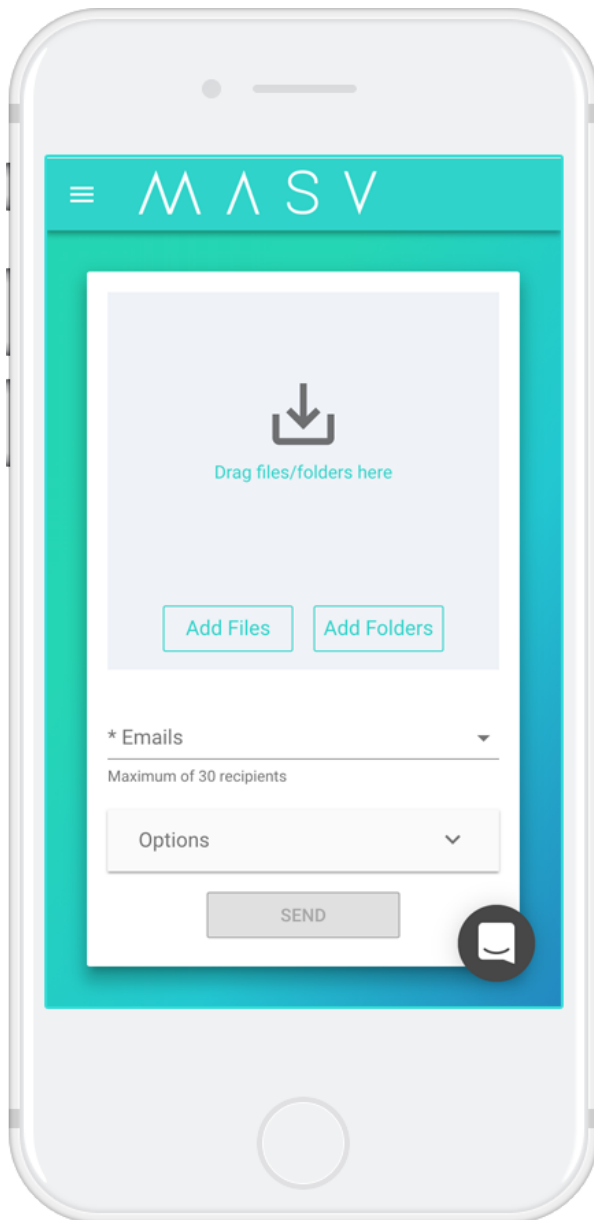
NEW: MASV goes mobile. You heard it here first: instead of being tethered to your office, you can now manage MASV via your mobile browser. So instead of waiting to make sure your No. 1 client in Tokyo received the huge video file you've sent, keep track of that transfer from the road

NEW! **Recipient download tracking.** Instead of wondering whether you should send a reminder email to that recipient you never heard back from, use MASV 3.0 to track downloads by recipient. That way you'll always have your finger on the pulse of who's downloaded what, and when, along with how much total data each recipient has downloaded.

UPGRADE: **Improved reliability.** Even the most reliable solution has issues sometimes, and MASV is no different. But MASV 3.0 features a comprehensive reporting system to measure and act on reliability issues, which has improved overall reliability and performance along with resolving several nagging network issues that had hindered performance.

NEW: **A full API (Application Programming Interface).** MASV has been completely rebuilt on a modern web API, which all our clients can now access for free. Automate your upload and download tasks as well as integrate MASV with your suite of other digital tools to improve workflows and intuitiveness when using the tool.

NEW: **A microservices model for faster innovation.** A new microservices-based back end means our development team can be more agile, deploying features and fixes at a much faster cadence than previously possible. We've also added integrations into popular tools such as Adobe Premiere and Slack, to further embed MASV in your app ecosystem.

Core features

But MASV's core functionality and usefulness isn't just defined by its new or upgraded features. Here's a snapshot of some of MASV's core features that have kept video professionals and other users coming back for more.
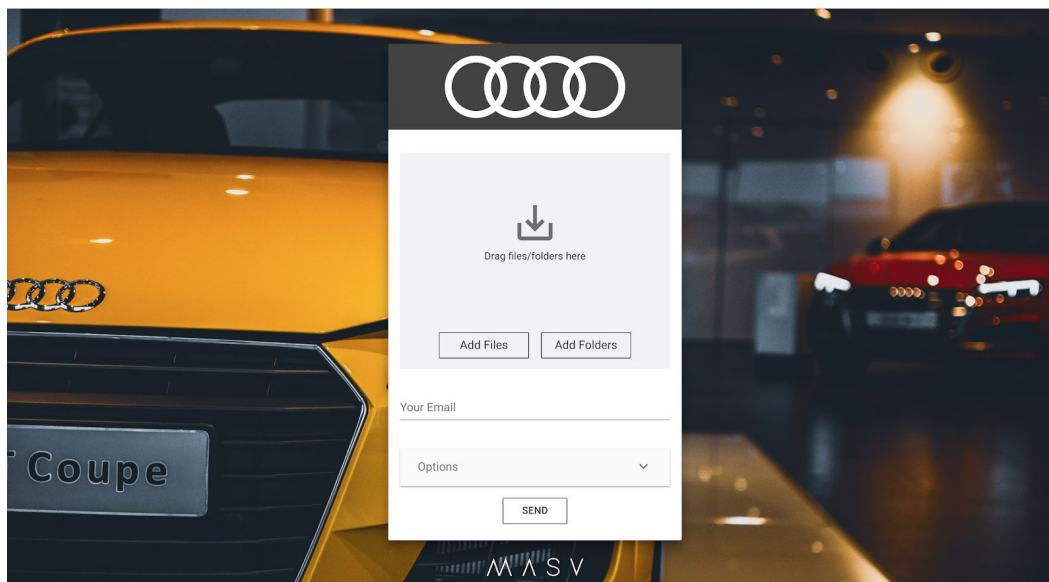
Speed and reliability: MASV has always been fast thanks to the world's fastest pay-as-you-go accelerated cloud network, featuring 160 servers around the world. It can send large video files or folders as fast as your Internet connection can handle.

Client-friendly design. It's no good having a file transfer service that's only usable by tech-savvy clients: technical problems cause delays, which can in turn lead to missed deadlines. That's why our browser-based platform is so easy to use, anyone who can send an email can send huge video files using MASV with no training or tutorials.

No limits: We don't believe in limitations at MASV, which is why we don't cap your number of team members, client portals, storage, bandwidth, or the size of video files you can send. So go ahead and go big. We encourage it.

No software, plugins or IT setup: MASV's browser-based platform doesn't require any special hardware, application or plugin installations, or software downloads. And because MASV is TCP-based and not UDP-based, it makes dealing with restrictive and annoying IT problems a thing of the past.

Delivery guarantee: MASV knows creatives. We also know the importance of meeting your deadlines. That's why if for any reason within MASV's control your file transfer doesn't arrive on

time, we'll refund your money for that delivery. Guaranteed.

Fully brandable and customizable: MASV's two key features – Rush for sending files, and Portals to receive them – are both fully brandable and customizable to include your logo, color scheme, and other visual elements. Show off your brand, market your business, and highlight past endeavors all while performing client work.
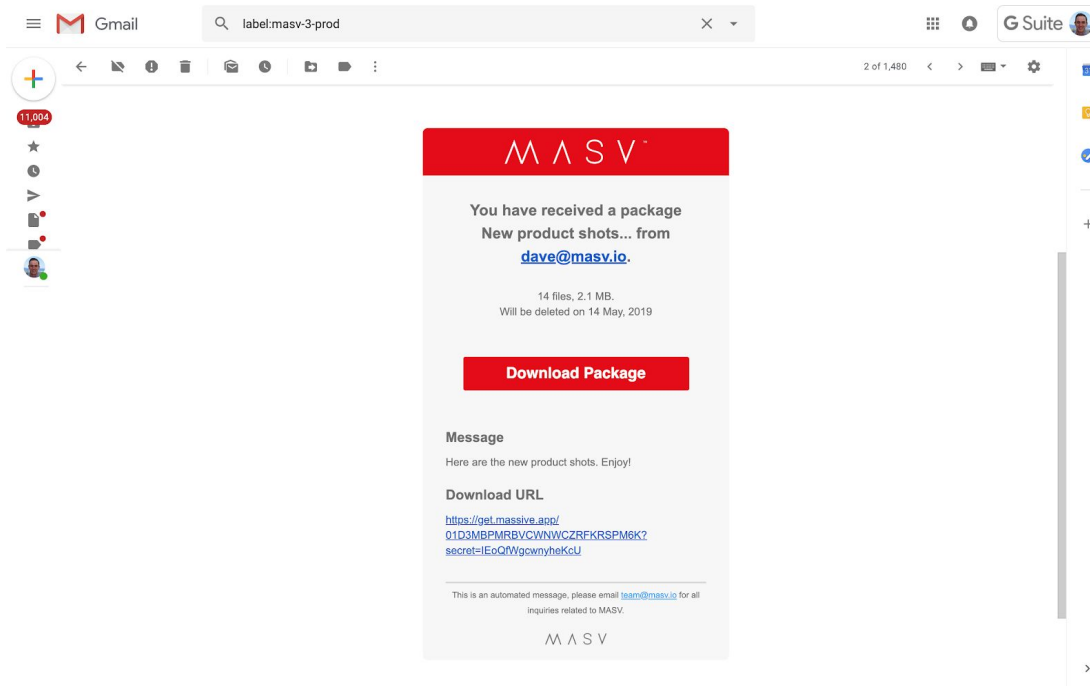
The freedom to pay as you go: Freelancers, sole proprietors, and SMEs engaged in project-based work don't need expensive monthly subscriptions. So instead of forking over monthly or annual subscription fees regardless of use, use MASV and only pay for the transfers you actually send.

Transfer history and delivery tracking: Email notifications keep you up-to-date on transfer progress while keeping your recipients in the loop as well, while the MASV system also estimates total delivery time and sends a notification when transfers are complete. And our searchable transfer history can be a lifesaver when you need to remember exactly who received your files, and when.

Airtight security: MASV is deployed across highly secure infrastructure providers such as Amazon Web Services and Microsoft Azure, both MPAA certified clouds. All transfers are encrypted both in-flight and at rest using TLS encryption and protected by overlapping security measures, along with additional password protection on each transfer if required.

How do you use MASV?

MASV's browser-based file transfers were designed with ease of use and setup as a priority.

How do I set up MASV?

1. Go to www.massive.io.
2. Click the "login" button at the top right.
3. If you're a new MASV user, click "sign up". You'll be asked to provide an email and password to set up your new account.

And that's it! There's no software or plugins to install. Once you've created your account, you'll be directed to the MASV dashboard from which you can send files, create portals, view your transfer history and users, or change your settings.

How do I send a file using MASV Rush?

1. From the home screen, click the "transfer" button at the top left.

2. Enter the recipient(s) email address in the email address bar.

3. Add your files using the "add files" button, or the "add folders" button if you have multiple files and folders and want your recipients to receive the same folder structure.

4. Enter the package name, a short message (if you wish), and hit "send".

5. Your recipient(s) will receive a download link via email. MASV will then send you a notification email when your recipients download the package.

There are zero limits on your number of recipients or the amount of data you can upload and send.

How do I set up a MASV Portal?

Portals are MASV's way for you to receive files from your clients or partners. Anyone with your Portal URL (and an optional access code) can send you files. You can create as many branded Portals as you want for your clients.

1. Click the portals icon on the left navigation bar.

2. Select "Create new Portal".

3. Brand your portal by adding your company logo and a background picture, set your custom URL, and then select "Create Portal".

How do I create a MASV Team?

MASV Teams allows users to invite their team members into MASV instead of sharing your MASV login credentials. You can also assign roles to team members while restricting access to features such as billing information, changing the team name and subdomain, adding/removing team members, and other functionality.

Creating a MASV Team is easy:

1. Click the '+' button on bottom left of the MASV dashboard.
2. On the next page, you'll be prompted to enter a team name and subdomain.
3. After entering a name and a subdomain, click "Create". Boom! Your team will be created.

How do I add team members with MASV Teams?

Adding team members is available to team Owners and Admins only. Here's how you do it:

1. As an Owner or Admin, click the team icon on the top left.
2. Once inside the team, click the 'Users' button on the left.
3. Here you can see all team members (including you) with their name, last seen status, role, team invitation status (accepted/pending), and possible actions such as editing roles or deleting a team member.
4. To add a user, Click on the "Invite Users" button on the top right. Add the email addresses of the people you want to invite, separated by commas or a space.
5. Select their roles from the drop-down menu and press "Invite to Team". MASV will send them an email inviting them to join the team.

How does the free trial work?

1. Everyone who signs up gets 100GB of free data to use during their free trial. Trials end as soon as all the free data is downloaded by recipients or three days have passed (whichever comes first). All transfers become inaccessible once the free trial ends, unless the account is upgraded.

2. To upgrade, click the "upgrade" button on the top right and enter your credit card details on the next page. Press "upgrade" on this page and your account is set up.

How does billing work?

1. MASV is a pay-per-use model with no subscriptions or contracts, and charges only on the amount of data that's downloaded.

2. MASV's billing calculation is as follows:

   a. Total data (in gigabytes downloaded) x MASV's pay-as-you-go free

   b. The same pricing model is applied to all Portal downloads

3. Users are charged per gigabyte ($.25) of data downloaded by recipients, with their credit card charged on the first of each month for the previous month's transfers.

4. User aren't charged if recipients don't download their transferred files.

Customer testimonials

"Audi is one of the world's most cutting-edge brands and we only work with the best vendors to make that happen. MASV allows us to reliably and quickly deliver our content worldwide."
- **Nicholas Kleczewski, Video Creative Director, Audi of America**

"I've been using MASV all month. It allowed me to go on vacation with my family and still service clients. I just collaborated with a VFX house across the country using MASV. Overall, MASV has improved the post process and made my life easier."
- **David Dessel, Metaphor Pictures**

"We already use MASV as our only transfer option for all large and finished client files because it's quicker and easier than any other platform we've used – it's as simple as that."
- **Evan Scott, Levitate Media**

"My process for delivering files to clients before MASV was fractured. It was a combination of a lot of different tools to achieve one end result. After MASV, we were able to use one tool to achieve that same result."
- **Garrett Sergeant, CTO, SimpleDCP**

"I think MASV has huge potential. No plugin and no port issues are music to my ears!"
- **Olly Strous, Head of Post Production, ITN**

"I was really sold on the pay as you use it model. This is very attractive to us as we never know how much data we will use or what method the client will want to use to deliver the files. So having the ability to say we can send big files fast but it will cost you X amount is great!"
- **Tony Greenwood, Technical Director, Core Post**

"I tried a 1GB upload, and the speed was very impressive!"
- **Benoit Breault, Technical Director, Post-Moderne**