



National Film and Sound Archive of Australia Selects Arcitectura's Mediaflux to Power the Nation's Audiovisual Heritage Strategy

Arcitectura's scalable, intelligent data platform to modernize digital workflows, improve access and future-proof cultural preservation

BOULDER, Colo. and MELBOURNE, Australia – October 29, 2025 – [Arcitectura](#), a creative and innovative data management software company, today announced that the [National Film and Sound Archive of Australia \(NFSA\)](#) has selected Arcitectura's Mediaflux® platform to serve as its central Digital Asset Management System (DAMS), marking a significant step in its digital transformation journey. This initiative is part of a broader strategy to enhance the discoverability, preservation and public accessibility of Australia's audiovisual heritage, ensuring its continued relevance and value for future generations.

As digital assets grow at an unprecedented rate, traditional storage models and outdated workflows are no longer sufficient for institutions committed to preserving and providing access to cultural heritage. The NFSA faced mounting challenges in managing the scale, complexity and growing demand for access to its digital collections. Key requirements for its transformation included the ability to:

- Enhance digital discovery and engagement through improved online experiences and social platform integration;
- Replace legacy systems with a state-of-the-art, centralized platform that streamlines workflows and integrates seamlessly with existing collection and exhibition management tools;
- Support the government-funded digitization of at-risk materials across multiple National Cultural Institutions; and
- Automate external contributor workflows and reduce reliance on manual, labor-intensive asset handling processes.

NFSA selected Arcitectura's Mediaflux following a rigorous evaluation, in which it distinguished itself with a unified, intelligent approach to data management. The platform delivers scalable, future-proof capabilities for metadata enrichment, long-term preservation and seamless integration with NFSA's broader digital ecosystem. Mediaflux enables intelligent data tiering, automation and policy-driven governance—eliminating silos while enhancing operational efficiency.

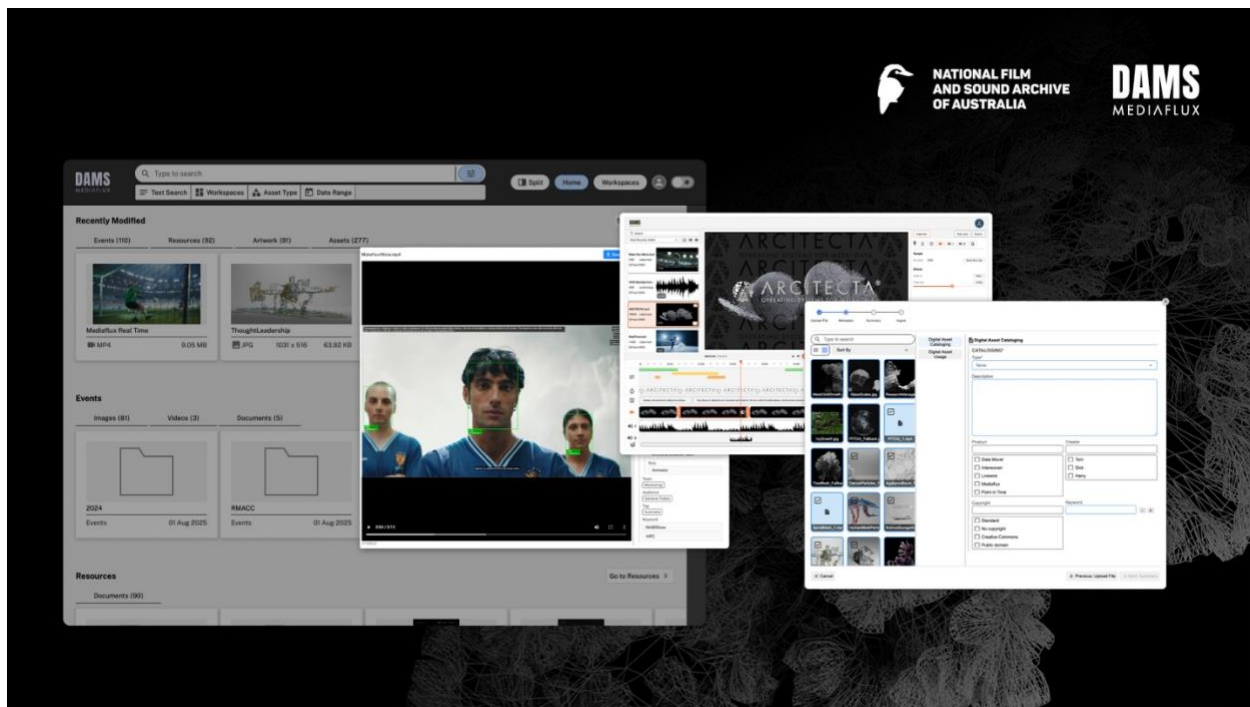


Image: The Arcitecta Mediaflux DAMS platform supports asset and metadata management at petabyte scale across diverse storage systems, with capabilities such as AI integrations and cuts-only video editing tools.

This project reflects a larger trend within the GLAMs (galleries, libraries, archives and museums) sector as institutions adopt scalable, cloud-ready and metadata-driven platforms to address the growing demands of digital stewardship, research innovation and public engagement.

“The NFSA’s digital transformation isn’t just about upgrading systems — it’s about fundamentally rethinking how we manage, understand and share Australia’s audiovisual history,” said Dr. Keir Winesmith, Chief Digital Officer, NFSA. “Mediaflux gives us the flexibility to structure and enrich our digital assets in ways that make them more discoverable, understandable and accessible. We’re not just preserving history; we want to connect Australians with their audiovisual heritage and help them understand the many ways in which the past contains the present and the future.”

Through a multi-phase implementation, NFSA will modernize its workflows, making it significantly easier for external contributors to submit and access materials. The project is designed to support the long-term preservation of Australia’s cultural legacy while equipping NFSA with cutting-edge tools for managing digital assets.

The first phase is focused on three key areas to optimize critical aspects of NFSA’s operations:

1. **Intelligent Metadata Management** – Mediaflux will automate metadata ingestion and contextual enrichment, improving archival searchability and aligning with evolving storage formats.
2. **Next-Gen Collections Management** – A robust digital accessioning workflow will streamline how new materials are curated and preserved.
3. **Seamless Contributor Interaction** – An intuitive web portal will allow external parties—broadcasters, donors, and production houses—to securely deposit and withdraw digital assets, simplifying ingest and access.

To support these initiatives with a strong technical foundation, NFSA is integrating advanced infrastructure and storage solutions tailored for performance, scalability, and sustainability. [Wasabi's cloud storage integration](#), managed by Mediaflux, offers cost-effective scalability, no egress fees and intelligent tiering to optimize storage efficiency and sustainability.

Dell PowerScale flash and archive solutions are powering the high-speed digitization and long-term preservation of archive collections, enabling instant access to priceless history at scale.

Why Mediaflux

Mediaflux enables organizations to unify and consolidate digital assets across diverse formats and departments within a single, cohesive platform. Purpose-built for petabyte-scale data environments, it delivers real-time performance and advanced metadata automation to streamline complex workflows. Mediaflux combines deep domain expertise with flexible customization. Its robust capabilities also unlock new monetization and audience engagement opportunities by making enriched collections more accessible than ever before.

In addition, Arcitecta's proven track record delivering DAMS solutions to institutions, combined with its deep experience in complex, multi-industry environments, gave NFSA confidence in its ability to provide reliable support, ongoing maintenance and adaptability to future needs.

"As institutions such as NFSA confront the limitations of legacy systems, it's clear that the future of digital asset management lies in intelligent, scalable and deeply intuitive platforms," said Jason Lohrey, CEO of Arcitecta. "With Mediaflux, we're not just solving today's challenges—we're shaping a new era of cultural preservation, where data becomes more accessible, dynamic and enduring for generations to come."

Resources

- More on the [Mediaflux Digital Asset Management System \(DAMS\)](#)
- Solution Brief: [DAMS Powered by Mediaflux: Transforming Digital Asset Management for the Cultural Sector](#)
- More on [Mediaflux, a Data Management Platform](#)
- Award-Winning Technology:
 - [Leader and Fast Mover in the 2025 GigaOm Radar Report for Unstructured Data Management](#)
 - [Winner in the 2025 NAB Show Product of the Year Awards](#)
 - [A 2025-2026 TOP 5 Cybersecure 10PB+ NAS Solution in DCIG Global Edition Report](#)
 - [Leader in Coldago Research 2024 Map for Unstructured Data Management, Ranking First in Vision and Strategy](#)
 - [2024 Company to Watch by Coldago Research](#)
 - 2024 International Data Mover Challenge: "[Most Complete Architecture](#)"
 - [Coldago: Gems 2024](#)

About Arcitecta

Arcitecta has been building the industry's best data management platforms since the dawn of the data age. Today, Arcitecta is transforming data management and backup with [Mediaflux](#), a rich end-to-end data fabric that simplifies data-intensive workflows in petabyte-scale environments to improve business and research outcomes. Mediaflux unifies data management processes into a single platform, simplifying the

administration of massive data sets and allowing world leaders to solve some of the most challenging problems on the planet. For more, visit www.arcitecta.com.

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