MediaCentral | UX

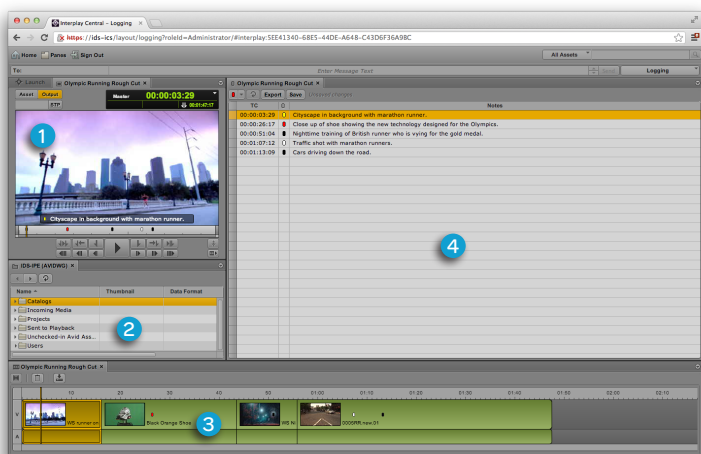A unified experience for fast, collaborative media production

Transform your workgroup

Access media and work on Interplay® | Production, Interplay | MAM, and iNEWS® projects from practically any device, everywhere, using MediaCentral™ | UX (formerly Interplay Central), the web front-end to the Avid® MediaCentral Platform. Whether you connect from a desktop computer, laptop, or mobile device, you get a unified experience (UX) to work whenever, wherever, and with whatever you want.

MediaCentral | UX features task-driven, customizable layouts that:

- Provide real-time access to production assets, metadata, and iNEWS stories
- Extend story-centric media production workflows, including multiplatform distribution and closed captioning
- Facilitate workflow, video editing, audio editing, news story creation, rundown management, messaging, and workgroup collaboration

Bring all the different roles of your workgroup together through its modular, pane-based interface and powerful companion mobile apps, and achieve new levels of participation, speed, and creativity. For example:
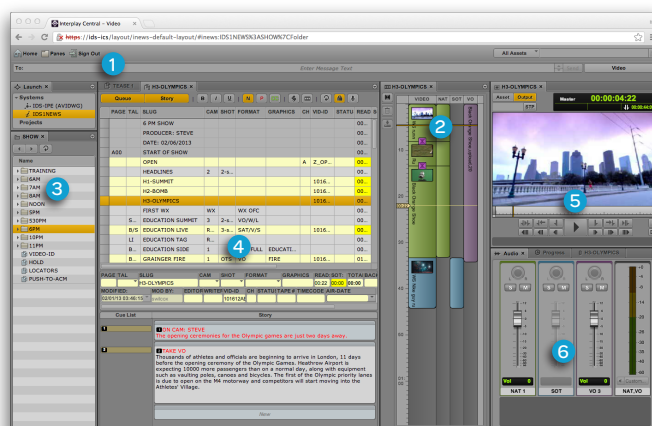
Production Assistants

1 Media Pane
Browse video and audio, add markers to an edit to provide feedback, create subclips, locators, and captions, record audio VOs, and Send to Playback

2 Assets Pane
Search and browse media assets

3 Sequence Pane
Create a quick shotlist for basic timelines

4 Markers Pane
View the metadata log matched to the video for search and retrieval and add markers with control of color
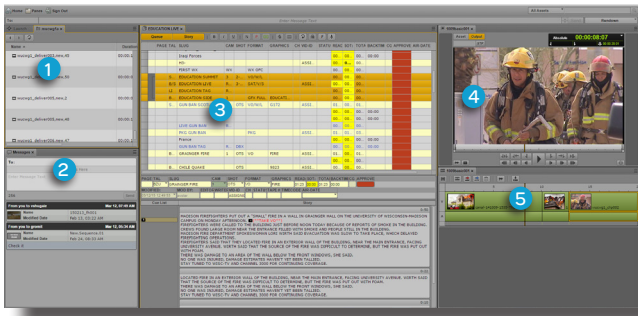
Journalists

1 Messaging
Send and receive communication instantly

2 Sequence Pane
View, assemble, and edit video associated to stories and see production markers in the timeline

3 Assets Pane
Search and browse media assets and stories

4 Queue/Story Pane
Write text, assemble, edit, and associate video to stories, and control timing, sound, MOS IDs and production queues

5 Media Pane
Browse video and audio, create subclips, locators, and captions, record audio VOs, and Send to Playback

6 Audio Pane
Monitor and control audio levels

For more information, visit **www.avid.com/MediaCentralUX**

MediaCentral | UX—A unified experience for fast, collaborative media production

News Producers

1 Assets Pane
Browse and search media assets

2 Messaging
Send and receive communication instantly

3 Queue/Story Pane
Write text, assemble, edit, and associate video to stories, manage rundowns, and control timing, sound, MOS IDs, and production cues

4 Media Pane
Browse video and audio, create subclips, locators, and captions, and Send to Playback

5 Sequence Pane
View, assemble, and edit video associated to stories, view sequences, see production markers, and review and approve edits

Capabilities

VIDEO
- Proxy streaming playback of native Avid media
- Proxy streaming of group clips
- Proxy streaming of media being ingested
- Supports 9-way multicam and banking

AUDIO
- Voiceover recording
- Predefined audio levels
- Simplified audio adjustment

LOGGING
- Read/write markers
- Create text markers
- Restrictions
- Subclip video/live feeds

EDITING
- Horizontal or vertical timeline
- Flatten and reuse craft edited sequences
- FrameChase™ editing of MXF material while being captured

- Predefined edit types
  - VO and B-Roll—insert overwrite audio track
  - SOT and NAT—2 channels
- Clip sequencing and trimming
- Sequence mixdown
- L-cut edits
- Dissolving
- Match frame
- Export single frame image
- Shotlisting

NEWSROOM
- Write news scripts while viewing video sequences
- Associate stories with sequences
- Duplicate and group stories and sequences

WORKGROUP
- Send to playback
- Deliver media from remote workgroups
- Messaging
- iNEWS topline messaging

- Multinewsroom access with iNEWS Community and Media | Index
- Global search across iNEWS, Interplay | Production, and Interplay | MAM
- View Interplay | Production and Interplay | MAM metadata
- Messaging window in Media Composer® | Software and Media Composer | NewsCutter® Option
- Add and edit closed captions

MOBILE
- Create, browse, and edit iNEWS scripts
- Review Interplay | Production video and iNEWS rundowns
- Replace printed iNEWS scripts with Presenter mode on iOS and Android tablets

Specifications

VIDEO
- Codecs HD: XDCAM HD 50Mbits/35Mbits/17.5Mbits, XDCAM EX 35Mbits, HDV 720p, HDV 1080i, AVC-INTRA 100/50, DVCPRO-HD, DNxHD 115-120-145, DNxHD 36-40-45, H264
- Codecs SD: IMX50/40/30, JFIF, DV 50, DV 25 420, DV 25 411, MPEG2 Long GOP SD, MPEG-4 Proxy H263, MPEG-4 Proxy H264
- Codecs AUDIO: PCM 32-44-48khz 16/24-bit, MPEG 1 Layer 2 Stereo
- 3-5 Mb/s Internet connection for optimal performance

MOBILE CLIENT REQUIREMENTS
Mobile devices with the following operating systems:
- Android OS 4.1.x or later
- iOS 6.x, 7.x, 8.x

QUALIFIED BROWSERS
- Safari 6 or later
- Chrome on Windows 7 or later
- IE 9 with Chrome Frame plug-in on Windows 7

COMPATIBILITY
- iNEWS 3.4.2 or later
- Interplay | Production 2.5 or later
- Interplay | MAM 5

EXTENSIBILITY
- MOS ActiveX plug-in support
- Media | Distribute (formerly Interplay Pulse) multiplatform delivery

LANGUAGES
- English
- French
- German
- Hebrew (search only)
- Italian (user interface only)
- Japanese
- Korean
- Russian

- Simplified Chinese
- Spanish

INTERFACE
- Lightweight browser-based application accessible via a secured Internet connection
- Story-centric organization
- Customizable views
- Modular, resizable function panes
- Add optional modules to expand your capabilities, such as Media | Index global search, Media | Distribute multiplatform delivery, and Media | Director file-based ingest

MEDIACENTRAL SERVER HARDWARE
Software installation, licensing, administration, and upgrades are consolidated on one or more servers that handle multiple simultaneous client connections for browsing and editing.
- Minimum dual 8-core @ 2.0 GHz, 64 GB RAM
- Qualified: HP DL360P Gen8 server and RHEL operating system
- Optional: 10 GigE network card

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For more information, visit www.avid.com/MediaCentralUX

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