



MediaCentral | UX

A unified experience for fast, collaborative media production

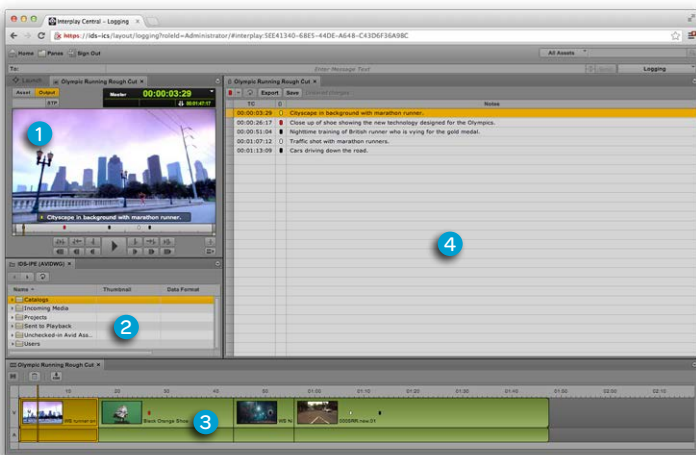
Transform your workgroup

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
- Facilitate workflow, video editing, audio editing, news story creation, 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:

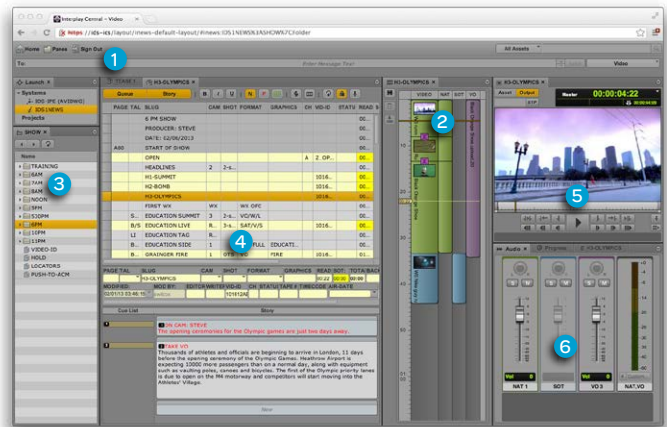


Loggers

- 1 Media Pane
Browse video and audio, create subclips and locators, 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

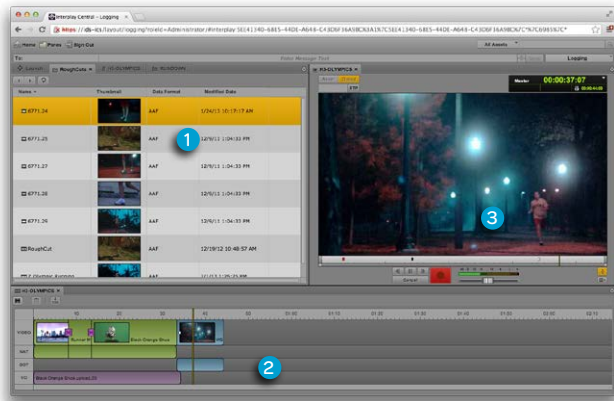
Journalists

- 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 and edit video, and control timing, sound, and MOS IDs
- 5 Media Pane
Browse video and audio, create subclips and locators, 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



Producers

- 1 Assets Pane
Browse and search media assets
- 2 Sequence Pane
View, assemble and edit video, view accessible sequences, and review and approve edits
- 3 Media Pane
Add markers to an edit to provide feedback to other producers

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

WORKGROUP

- Send to playback
- Deliver media from remote workgroups
- Messaging
- Script-based editing
- Create scripts
- iNEWS topline messaging

- Multi-newsroom access with iNEWS Community and Media | Index
- Global search across iNEWS, Interplay | Production, and Interplay | MAM
- View Interplay | Production metadata
- Messaging window in Media Composer® | Software and Media Composer | NewsCutter® Option

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 50Mbps/35Mbps/17.5Mbps, XDCAM EX 35Mbps, 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
- Italian (user interface only)
- Japanese
- Korean
- 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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