



MediaCentral

The industry's most comprehensive platform for media workflow



Create and deliver more content in shorter timeframes as a team. MediaCentral® is a groundbreaking modular platform of apps, services, and connectors that accelerates every part of your production workflow, scaling from the simplest to the most sophisticated workflows for post, news, sports, and asset management. It delivers high performance and reliability for any size team working collaboratively—even across multiple locations. Its user-friendly interface makes it easy to search, edit, and distribute content from anywhere—using virtually any device. By streamlining the entire workflow, MediaCentral enables you and your team to create better content faster, deliver to more outlets and devices, and maximize the value of your media.

CONNECT TEAMS AND WORKFLOWS TOGETHER

MediaCentral connects different teams, media, and workflows together, putting an end to work silos and making real-time collaboration a reality for remote contributors. Its MediaCentral | Cloud UX web-based interface and mobile apps make it easy to access and work on projects from anywhere. This highly flexible system empowers communication, minimizes downtime, and enables teams across your MediaCentral ecosystem to turn around projects faster and more easily—no matter where the people, projects, assets, and home facility are located.

ACCELERATE YOUR WORKFLOWS

Not only does MediaCentral accelerate media production workflows, it also delivers exceptional performance and reliability to keep your creativity and productivity flowing. Speed up media browsing and searching tasks with lightning-fast page load times—even when switching between native MediaCentral modules and apps, and connected apps such as Media Composer®, Pro Tools®, and third-party tools.

FIND MEDIA QUICKLY AND EASILY

Tracking down content has never been so easy. MediaCentral provides global search and browsing capabilities, enabling team members to quickly find and access relevant video, audio, graphics, and documents across your entire MediaCentral ecosystem—no matter where the assets are stored. Phonetic search locates every media clip that contains a specific spoken word or phrase in milliseconds—across all available storage and archives. Editors don't even need to leave the comfort of their editing application, as MediaCentral can be accessed directly from within Media Composer or Adobe Premiere Pro CC.

CREATE THE PERFECT SETUP FOR YOUR NEEDS

Thanks to its modularity, you can customize MediaCentral to handle all of your specific news, sports, or post-production needs. Start by deploying one of five primary workflow modules—Editorial Management, Production Management, Newsroom Management, Graphics Management, or Asset Management. Then choose the MediaCentral | Cloud UX license that provides the apps and functionality you need to search, edit, manage, and distribute content, as well as integrate tasks, rundowns, social media, and real-time graphics into your workflow. Add other capabilities as needed through a variety of media services, editor panels, and third-party connectors to copy, transfer, orchestrate, and archive media, as well as extend your MediaCentral workflow to third-party applications, systems, and services.

PRIMARY WORKFLOW MODULES

MediaCentral | Editorial Management

Robust file and workflow management
For small to mid-sized creative teams, this affordable file management module brings unprecedented collaborative power, plus project and media sharing capabilities, to your workflow.

MediaCentral | Production Management

Advanced file and workflow management
For mid- to large-sized broadcasters and media enterprises, this powerhouse production module simplifies and accelerates the entire media production workflow without compromising creativity or quality.

MediaCentral | Newsroom Management

Complete story creation and rundown management
For news production teams, this news and story-centric module provides the workflow efficiency and speed you need to be the first to deliver breaking news across multiple broadcast and digital outlets.

MediaCentral | Graphics Management

Next-generation graphics asset management
For news and sports production, this powerful and easy-to-use graphics asset management solution delivers seamless workflow integration across your entire real-time graphics production environment.

MediaCentral | Asset Management

Advanced media asset management
For demanding broadcast, news, sports, and post-production environments, this robust asset management module manages the entire content lifecycle, making it easy to browse and retrieve media across multiple tiers of storage for reuse or repurposing.

FOR MORE INFORMATION, VISIT
avid.com/mediacentral

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GET AN INTUITIVE USER EXPERIENCE ON EVERY DEVICE

MediaCentral features MediaCentral | Cloud UX (user experience), an easy-to-use, task-oriented graphical user interface that runs on virtually any computer operating system and mobile device, providing local and remote access to everyone connected to your production environment. Team members can easily collaborate with each other from wherever their work requires—in the same building, across town, or even on a different continent. The interface is designed simply to help everyone jump right in and start working immediately—whether on a workstation, laptop, or smartphone—and even as new modules and apps are added. No more bouncing between multiple tools to complete projects.

MOVE PRODUCTION TO THE CLOUD EASILY

If you're looking to make the move to the cloud, MediaCentral makes it easy to transition at your own pace. As you expand to the cloud, MediaCentral gives you complete choice and flexibility to handle media production in the way that best suits your business—on premises, in a private data center, public cloud, or with a hybrid model.

MEDIACENTRAL FOR NEWS

For local news bureaus, enterprise-level news networks, and everything in between, MediaCentral provides the most comprehensive end-to-end solution for news production, covering everything from information gathering and content creation, all the way to delivery. MediaCentral provides all of the workflow capabilities—seamlessly integrated together—to give news teams the collaboration, efficiency, and speed required to break news across multiple outlets, from anywhere, using any device.

MEDIACENTRAL FOR SPORTS

In the studio or on location, MediaCentral sports solutions team up to give you the technology, efficiency, creativity, and protection you need to keep your fans cheering. From media production and management, to real-time graphics and video playout, MediaCentral integrates with other Avid solutions, enabling you to get your game on and engage fans, whether they're following the action on the jumbotron at the stadium, their TV or computer at home, or their mobile device wherever they roam.

MEDIACENTRAL FOR POST PRODUCTION

MediaCentral streamlines post production by providing the complete spectrum of workflow capabilities, seamlessly integrated into one simple solution. With Avid creative tools, shared storage, and asset management, MediaCentral provides the performance, security, and functionality that only a truly integrated workflow can deliver. Whether you're making movies, TV shows, or commercials, MediaCentral is perfect for every situation, need, and budget.

STREAMLINE AND SIMPLIFY DEPLOYMENT AND MANAGEMENT

At its core, the next-generation MediaCentral platform engine delivers centralized administration and media indexing, making software deployment and asset access faster and easier. It offers flexible infrastructure management, with the ability to scale a system to accommodate creative teams of two people up to global

media enterprises with thousands of distributed contributors. The key capabilities the platform engine offers include:

- Centralized system administration—Provides a single central space where administrators can switch modules and apps on and off per user, manage licensing, and designate user roles and permissions across the entire platform
- Centralized media index—Enables all users to easily access any media on the platform, regardless of where it resides; MediaCentral unifies the presentation of all assets in the system, so you can focus more time on creative tasks, without concern about whether an asset is in the archive, in a facility, or in the cloud
- Enterprise software deployment—Automates software installation and updates, radically simplifying system deployment and configuration using a template-based approach; MediaCentral | Deploy (coming soon) makes it easy to benefit from the latest software updates without error-prone, time-consuming manual processes
- Flexible infrastructure management layer—Enables administrators to dynamically scale resources and add new capabilities, optimizing infrastructure elements such as storage, computing power, and bandwidth across an entire enterprise

SPECIFICATIONS

MEDIACENTRAL SERVER HARDWARE

MediaCentral can be installed on standard HP and Dell server configurations; consult the *MediaCentral Platform Services Hardware Guide* for details.

MEDIACENTRAL OPTIONS

Add optional workflow modules, apps, services, editorial panels, and third-party connectors to expand your capabilities and extend workflows. Visit avid.com/mediacentralBYO for details.

MEDIACENTRAL | CLOUD UX INTERFACES

- MediaCentral | Cloud UX web interface—supports commonly used browsers (Chrome and Safari) on Windows and macOS
- MediaCentral | Cloud UX for iOS app
- MediaCentral | Cloud UX for Android app

SUPPORTED LANGUAGES

English

SUPPORTED LANGUAGES FOR

MEDIACENTRAL | PHONETIC INDEX

Arabic (Modern Standard)	Indonesian
Chinese (Cantonese, Mandarin)	Italian
Danish	Japanese
Dutch	Korean
English (Australian, North American, UK, International)	Polish
Farsi	Portuguese (Brazilian)
Flemish	Russian
French (Canadian, European)	Spanish (Castilian, Latin American)
German	Swedish
Hebrew	Tagalog
Hindi	Thai
	Turkish