



MediaCentral | UX

A unified experience for fast, collaborative media production

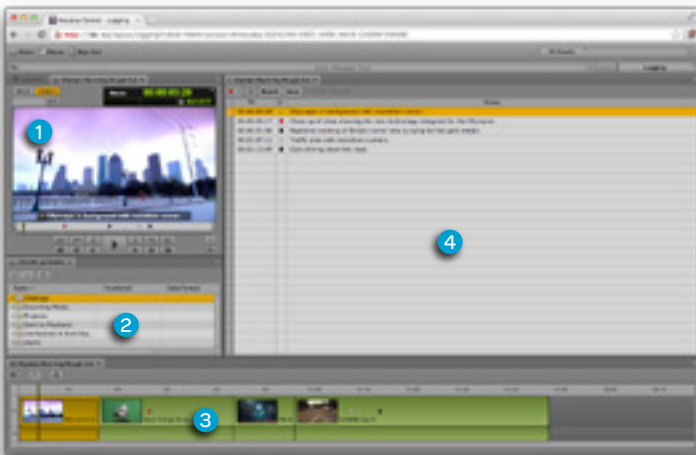
Transform your workgroup

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:

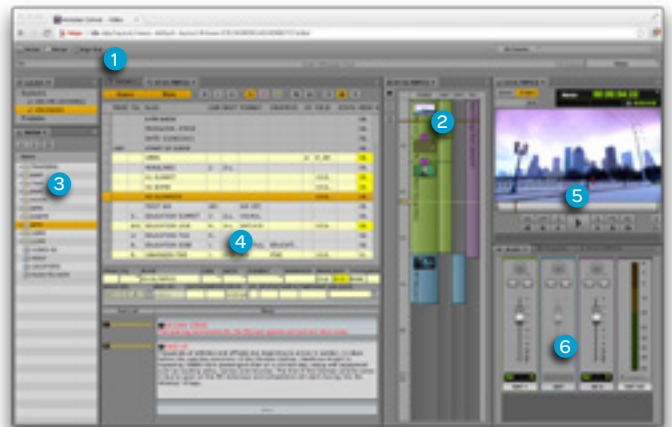


Production Assistants

- 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

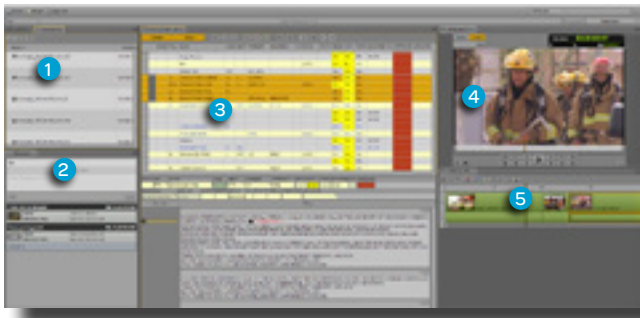
Journalists

- 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

MOBILE DEVICES

MediaCentral | UX is available for iOS and Android devices.

Consult the ReadMe release notes

<http://www.avid.com/US/search?q=MediaCentral%20readme&site=kbase&date=Anytime> for compatibility details.

WEB

MediaCentral | UX supports commonly used browsers on Windows and Mac OS X.

Consult the ReadMe release notes

<http://www.avid.com/US/search?q=MediaCentral%20readme&site=kbase&date=Anytime> for compatibility details.

COMPATIBILITY

- iNEWS 3.4.3 or later
- Interplay | Production 2.5 or later
- Interplay | MAM 5

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

MediaCentral can be installed on standard HP and Dell server configurations.

Consult the MediaCentral Platform Services Hardware Guide

<http://www.avid.com/US/search?q=mediacentral+hardware+guide&site=kbase&date=Anytime&dnav> for details.

Corporate Headquarters
800 949 AVID (2843)

Asian Headquarters
+ 65 6476 7666

European Headquarters
+ 44 1753 655999

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