



Media Composer | Cloud

Extend real-time production everywhere

Media Composer® | Cloud (formerly Interplay® Sphere) transcends facility, geographic, and time zone limitations by enabling content creators, editors, reporters, and videographers to craft better stories from everywhere. Whether working on a news story across town or a feature film across the world, Media Composer | Cloud gives editors, reporters, and videographers the ability to ingest, edit, and move media fluidly between the story site and production facility.



Media Composer | Cloud enables any Media Composer editor with an Internet connection to connect to an Interplay | Production workgroup. It connects multiple remote editors simultaneously, enabling them to combine footage from their location with material on the Interplay | Production system at the home facility. For quick turnaround, you can have proxies of finished edits precede full resolution media uploads and become available to everyone in the facility and the field in one simple, transparent process.

Work anywhere

Media Composer | Cloud makes global editing workflows possible, with instant access to assets and workgroup resources that enable broadcasters and content creators to attain new levels of creativity, content quality, speed, and audience engagement. Since editors, reporters, and producers in the field can securely edit complete stories from any location, businesses can expand their pool of creative talent to a global base and more effectively utilize their specialized talent.

Work safe, simply

Media Composer | Cloud leverages existing production workflows and infrastructure, and builds on the proven production asset management capabilities of Interplay | Production. Automation and parallel processes in the secure private cloud environment reduce field infrastructure cost and maintenance by enabling journalists and editors to work with just a camera, laptop, and Internet connection.

A story from the field or location shoot may start with material imported into Media Composer, but all assets residing in the Interplay | Production workgroup's ISIS® storage can be instantly and securely searched, browsed, and added to the timeline. Instead of separate error-prone serial processes, sequence check-in, transcoding, and transfer operations are automatic, transparent, and handled in parallel, ensuring fast-breaking stories get quickly to air, or that dailies editing can begin immediately.

Work collaboratively

Media Composer | Cloud was designed to provide a smooth, creative flow, with the same real-time media access and collaborative experience as in the facility.

All media uploaded through Media Composer | Cloud immediately becomes available to everyone, everywhere in the facility or on location. Even before the edit is complete, locally acquired media on the timeline can begin uploading in the background, without affecting Media Composer performance. Journalists, editors, and producers located anywhere can share their work and access all media in real-time workflows, eliminating redundant effort and resulting in better stories that reach audiences faster.



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

Media Composer | Cloud—Extend real-time production everywhere

Key Features

- Extend real-time collaborative production everywhere to any Media Composer editor with an Internet connection
- Edit projects from any location, incorporating both locally acquired and workgroup media assets
- Browse and use streamed workgroup media in real time without pre-creating proxy media
- Download workgroup media to local storage for improved remote performance and disconnected editing
- Transparently handle transcoding, uploading, and check-in of finished projects and locally acquired media in the background with a Wi-Fi or 4G connection
- Faster than real time upload of H.264 proxies with 3.5 Mb/sec. connection under typical conditions
- Upload H.264 proxy media, full-resolution media, or proxy followed by full-resolution media
- Begin uploading media before a sequence is finished
- Coming soon: Background Render, Dynamic Media Folders and Background Transcode

Specifications

Software:

- Media Composer | Cloud Client software (includes 5 client licenses)
- Additional licenses available

Client:

- Media Composer 6.5 or later
- Windows 7, Windows 8 (64-bit)
- Mac OS 10.7, 10.8, 10.9

System Requirements

MediaCentral Platform Services Server Hardware:

- Qualified: HP DL360P Gen8 server and RHEL operating system
- Optional 10GigE network card



Formats:

The MediaCentral Platform Services server supports the following media formats, with support for low bandwidth proxies of high-res media coming soon.

- 1080i 59.94
- 1080i 50
- 1080p 23.976
- 720p 59.94
- 720p 50
- 30i NTSC
- 25i PAL
- AVC-Intra 50/100
- Avid DNxHD (up to 145 Mbps)
- Avid JFIF 1:1 8-bit/10-bit
- Avid JFIF 2:1/3:1/10:1/20:1
- DV 25 (4:1:1/4:2:0)
- DV 50
- DVCPPro-HD
- HDV 720p
- IMX 30/40/50
- MPEG-2 Long GOP
- Sony XDCAM EX
- Sony XDCAM HD 17.5/35/50
- h.263/MPEG-1 layer 2 (proxy)
- h.264/MPEG-1 layer 2 (proxy)

In order to stream these formats, the MediaCentral Platform Services server performs a real-time transcode to a proxy format. Avid recommends a bandwidth of 3.5 Mbps or greater for remote playback. 5 Mbps or higher delivers the best results.

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