

# Final Cut Studio Solutions

Third-Party integration featuring Marquis Broadcast



## The Solution

Complex digital workflows can be impeded by expensive and repetitive operations brought on by file incompatibilities. Medway from Marquis Broadcast provides a transparent, cost-effective route to removing bottlenecks.

Medway transfers both media and metadata, enabling the entire production process to remain in a digital environment. Media is re-wrapped and streamed during transfer, providing faster than real-time transfer. The need to create intermediate files or export to tape is removed, minimizing errors and significantly improving output quality. Furthermore, by allowing metadata to be moved with its associated media, Medway enhances tracking so that media can never be lost, thus maximizing the return on your valuable assets.

Medway uses a simple and intuitive drag-and-drop interface which allows for the exchange of media between a wide range of broadcast platforms in a transparent, user-friendly way.

Medway is compatible with a host of editing systems, video servers, storage, archive/asset management systems, browse, automation systems and removable media devices. It also supports a wide gamut of broadcast media formats, ensuring maximum benefits from acquisition to playout.

### Primary Benefits:

- Interoperability between a wide range of professional platforms
- Improved performance and efficiency of broadcast workflows
- Both time and cost savings through reduction in manual operations
- Enhanced production quality
- More effective management of assets
- Tight integration of removable media
- Extensive broadcast workflow support
- Migration proof - supports SD and HD

### Primary components

#### Medway <> FCP NLE

Medway allows the video editor to browse file lists and move material from a video server to the editing storage. It is a simple drag-and-drop process to locate the required clip and initiate a transfer to Final Cut Pro. Medway will rewrap the media according to the source device and ensure that it is presented to Final Cut Pro as a QuickTime file. In addition, Medway can transcode the video essence between a variety of different SD to SD or HD to HD formats. Medway will work with local storage or shared storage via Xsan.

#### Medway <> Video Server

The "Send To" functionality of Final Cut Pro enables Medway to export a completed, flattened video file to a number of different video servers for playback. Medway rewraps the media from QuickTime to the required file format on the destination server and transcode the video essence if required. In addition, Medway can export an XML file containing basic and user definable metadata from the Final Cut Pro edit sequence and / or captured / entered at the export stage, to a user defined network folder.

#### Medway <> EDL

The optional MAM interface allows Medway to connect to a file server holding EDL references to online high resolution media. Medway will import a sequence file (EDL) created on a browse editing system, identify the media required in the edit, find the media on a high resolution server, move the required media to Final Cut Pro and build a new sequence compatible with Final Cut Pro.

# Final Cut Studio Solutions

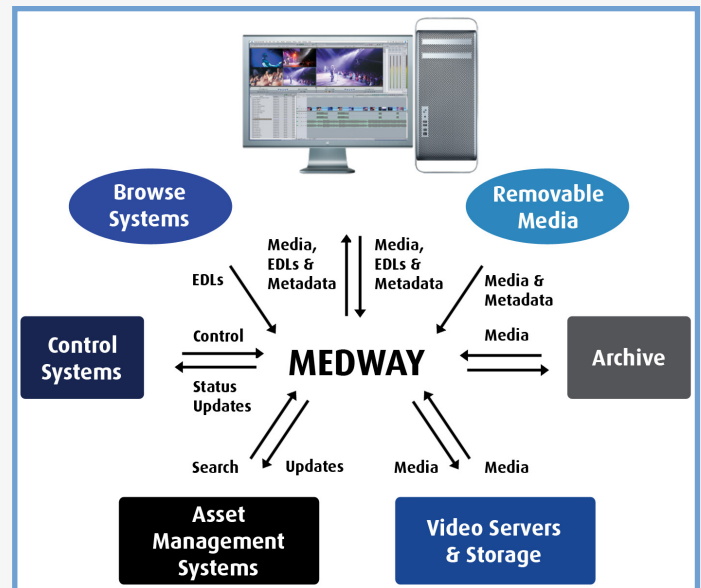
Third-Party integration featuring Marquis Broadcast



## The Workflow

Medway, the Media Highway is a revolutionary new universal media exchange solution. From a single, user-friendly interface it enables media files from multiple sources to be quickly transferred between a wide variety of platforms. Designed specifically to meet the demands of the most challenging environments, Medway is suitable for all digital applications, including newsrooms, playout centers, production and post-production suites, as well as front and back office processes.

Medway eliminates file incompatibility issues that occur when media and its associated metadata are moved between target platforms by providing quick and transparent format conversion of both the file wrapper and its essence. Medway supports a range of broadcast servers and editing systems, including Final Cut Pro.



Lists of clips on the servers can be browsed from any Medway client and selected clips can be dragged directly into NLE bins for editing. EDLs can also be imported onto the editor's timeline along with all associated media files. Completed sequences can then be dragged from the bin to a desktop icon for automated transfer to the transmission server. Transfers occur seamlessly as background tasks, leaving production staff free to concentrate on other creative aspects of content production.

Medway's primary focus is the integration of broadcast and production workflows at the fastest possible network speeds, enabling faster than real-time transfers.

With the migration to complete file-based production workflows, metadata is key to ensuring that you never lose your media. Knowing what you have, where it is and if you have the right to use it, is of critical importance. To this end, Medway has been designed with extensive metadata capture, editing and handling capabilities. It encompasses basic, advanced and customized implementations while ensuring the creation and utilization of metadata at every stage of the creative production process.

# marquis

<http://www.marquisbroadcast.com>  
23 Horseshoe Park, Pangbourne  
Berkshire, RG8 7JW, UK  
+44 1189 844 111  
[info@marquisbroadcast.com](mailto:info@marquisbroadcast.com)

Established in 1998, Marquis Broadcast specializes in supporting the adoption of new technologies for data-intensive environments, and provides a range of services for the design, implementation and operation of new processes.

Marquis is committed to helping customers achieve maximum efficiency from their digital processes and follows an ambitious software development path to ensure its extensive range of software tools always meet customer requirements while staying ahead of new technologies.