# Media Archive Non Linear Editing Solution Package

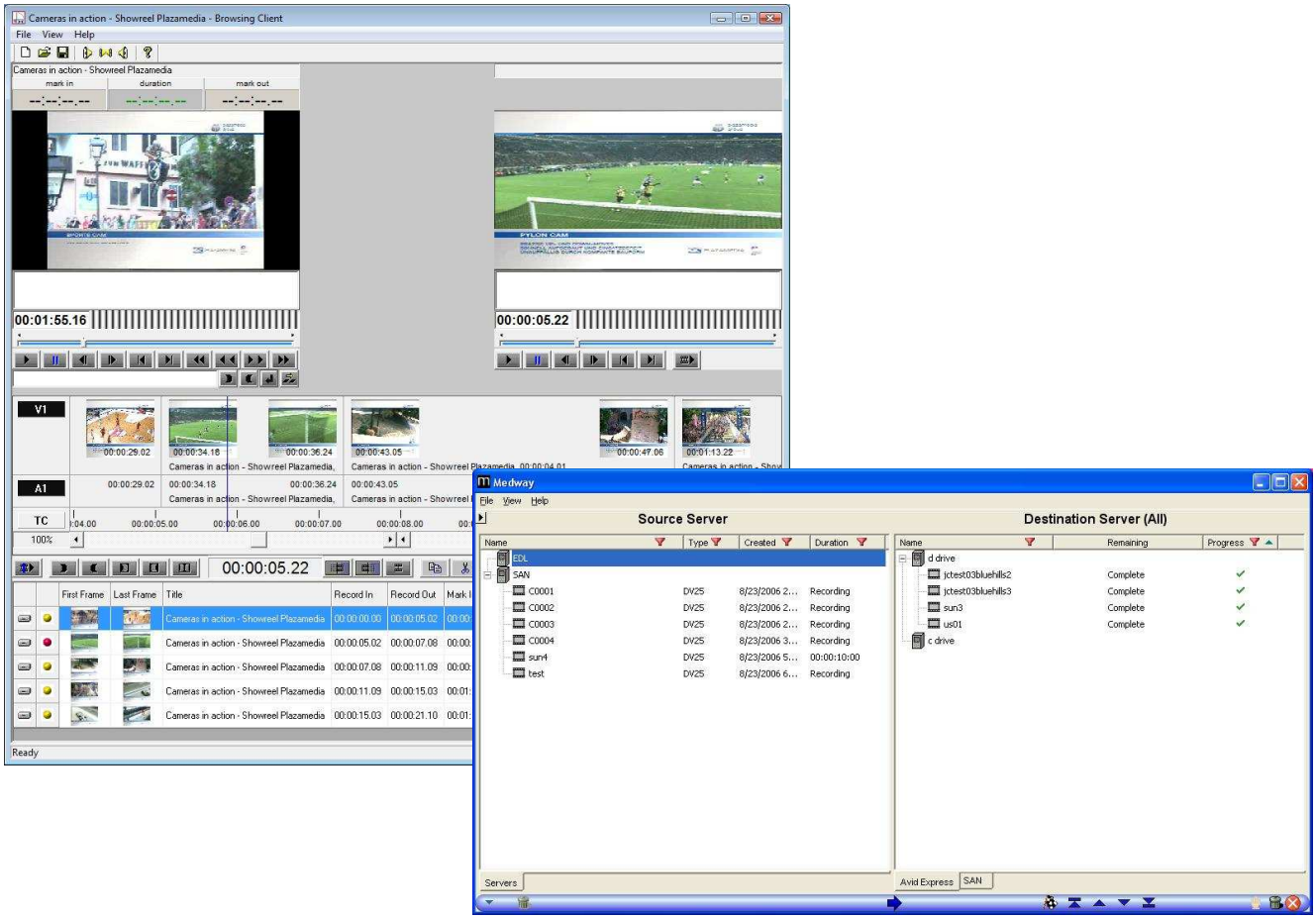
## 1 Introduction

As the demand for digital workflows continues to explode, the reuse and repurposing of digital content is a key driver for enabling additional revenue streams and cost savings within the enterprise. Whether this is for the creation of multiple versions of the same content for compliance practices or for delivery to different distribution channels, the digital workflow needs to be fast, efficient and easy to perform.

The Blue Order Media Archive Enterprise Media Asset Management platform manages the entire end to end workflow enabling users not only to archive, catalogue and browse their content but also to simplify the process of editing content.

With the Media Archive Non Linear Editing solution package, users can easily and quickly find the right content, create rough cut edit decision lists (EDL) and pass this content, along with the relevant metadata, to their chosen Non Linear Editing (NLE) solution using a simple web interface.

The Media Archive Non Linear Editing solution package uses the Marquis Medway software layer to enable users to transfer content and EDL's along with metadata from the MAM to the NLE and back again.



## 2 Benefits of an integrated workflow

- **Reduce Costs**

  Users can work with the low cost web interface of the MAM system to find, browse and mark up clips that they would like to use without having to use the resources of an expensive NLE solution. Rough cut EDLs can then be transferred along with the relevant high resolution content to the NLE and the NLE can be used for the final craft edit.

- **Increase Efficiency**

  Users no longer have to find the right tape with the right clip and re-ingest it into the NLE for use in the editing process. By storing all content in a central MAM environment in a digital format, users can simply drag and drop content from the MAM system into the required NLE system, switch to the NLE interface on the same desktop and continue working.

- **Ensure Rights Compliance**

  Any clip that is used from the MAM system has a complete version history which is passed along with the content to the NLE. Once the clip has been used in an edit, the new content which includes the original clip is passed back to the MAM system along with information about where the clip has been used. This means that at any time, users can see where the clip has been used and how many times it has been used thus ensuring the correct information is available for rights tracking.

- **Protect investment**

  The Media Archive Non Linear Editing solution package can be used for any supported NLE environment*. This means that any investment in NLE infrastructure can be protected.

  *Currently supported: AVID Xpress DV, AVID Xpress Pro, AVID Xpress (Pro) HD, AVID Newscutter XP, AVID Newscutter Adrenaline, AVID Media Composer Adrenaline, AVID Media Composer Symphony, AVID LANShare, AVID Unity, Apple Final Cut Pro, Apple Final Cut Studio

- **Enable flexible working practices**

  Users may prefer to use different NLE's for different types of editing jobs. Content can be passed from different NLE systems to and from the MAM system so any current working practices can be maintained.

# 3 Functionality

## Media Archive and Medway integrated solution

- **Import high resolution video files into the NLE**

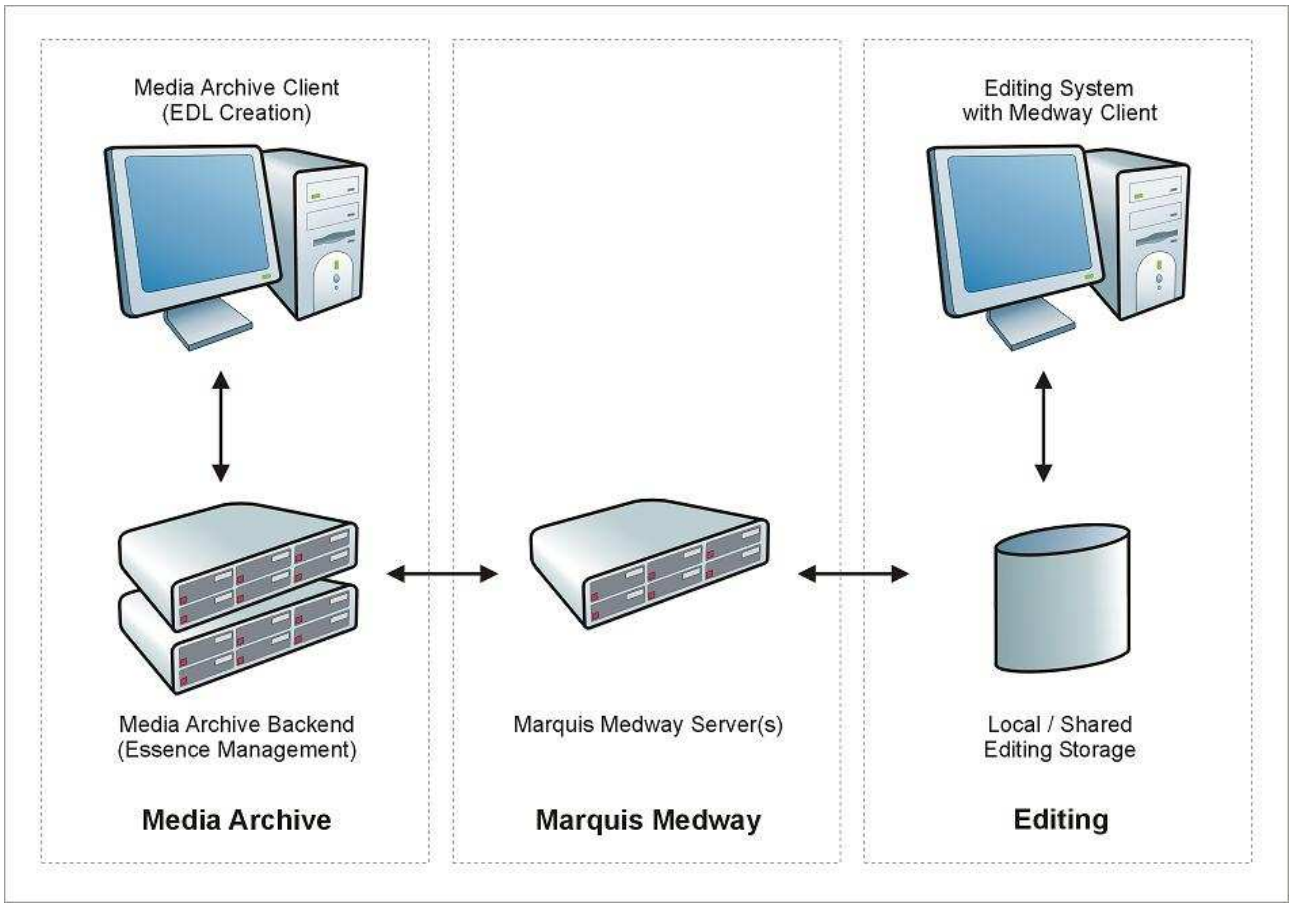
  Users can drag and drop video clips from the MAM to the NLE. This process starts the transfer and transcoding or re-wrapping of the high resolution content.

- **Import EDLs with the relevant high resolution video clips into the NLE**

  Users can send EDL's from the MAM system to the NLE. By dropping the EDL from the MAM into the watch folder of the NLE, the EDL is loaded into the NLE and all content referenced in that EDL is transferred to the NLE and placed in the right format in the right place and referenced correctly in the EDL enabling the editor to immediately start his work.

- **Export the cut sequence (and additional metadata information) from the NLE**

  Users can drag and drop the finished sequence from the NLE into the MAM. The high resolution content is then converted and transferred to the MAM which can automatically generate a low resolution browse copy of the new material and perform a video analysis. Any metadata from the edit can also be transferred to the MAM.



## Media Archive 3.3

Media Archive, Blue Order's highly scalable and extensible Enterprise Media Asset Management platform (MAM), makes access to audiovisual content quick and easy, automates workflows and enables content owners to reuse, repurpose and resell their content more efficiently, turning mere content into true assets.

Media Archive employs a full services-oriented architecture (SOA) for MAM, facilitating easy scalability, zero downtime maintenance and easiness of integration and collaboration with third party systems and applications.

Media Archive provides comprehensive ingest control, transcoding control, annotation, retrieval, browsing and EDL creation functionality specifically designed for audiovisual content. The core retrieval and browsing functionalities are available for both the Windows and the Mac client platforms. Media Archive is highly configurable and can easily be adapted to different customers' needs with regards to data model, graphical user interfaces, workflows, user profiles, and business rules to be applied in the processing of content. Media Archive manages the content lifecycle from ingest to archiving and reuse, integrating encoding systems, transcoding engines, editing tools, archive management software and other third party systems.

## Medway

Medway is a sophisticated media transfer and format conversion tool, delivering a seamless and cost-effective integration between leading broadcast content applications. Acting as a central hub to the facility, Medway transfers media and associated metadata at faster than real-time speeds over standard data networks, transcoding if required.

Medway is compatible with a host of editing systems, video servers, storage, archive and asset management systems, browse, automation systems and removable media devices as well as a rich gamut of broadcast media formats thus ensuring maximum benefits are derived from the whole capture to playout process.

Medway transfers both Media and Metadata enabling the whole production process to be maintained in a digital environment. Media is re-wrapped and streamed during its movement and therefore minimal delay is achieved. The need to produce interim files or go out to tape is totally removed thus minimising 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 and thus maximising the return on your very expensively produced assets.

Medway has been designed with extensive metadata capture, editing and handling capabilities, covering basic, advanced or customised implementations, to ensure that metadata is created and utilised at every stage of the creative production process.