

# MEDWAY *The Media Highway*



## Third-party integration featuring IPV

Complex digital workflows are hampered by expensive and repetitive operations brought on by file incompatibilities. Medway *The Media Highway* from Marquis Broadcast provides a transparent and cost-efficient route to removing these bottlenecks.

Medway provides a universal media exchange between a wide variety of broadcast platforms, carrying out the necessary format conversion invisibly and effortlessly. Medway is compatible with a host of editing systems, video servers and storage, archive and asset management systems, browse and automation systems as well as a rich gamut of broadcast media formats.

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.

One Marquis customer has claimed that the efficiencies created by Medway has saved their operation over \$250,000 per annum as a result of improved accuracy, quality, better utilisation, reduced staff cost and more efficient use of production devices enabling more work to be retained in house.

### The Benefits of Medway

- ▶ Interoperability between a wide range of 'Best of Breed' system
- ▶ Improved performance and efficiency of Broadcast workflows
- ▶ Financial and time savings through reduction in manual operations
- ▶ Enhanced production quality
- ▶ More effective management of your assets
- ▶ Extensive broadcast workflow support



### ▶ SOLUTION OVERVIEW

The Medway > Curator integration means that Curator operators will be able to use Medway functionality to browse file lists and access media sequences located on a range of third party systems, including Avid and Apple editing platforms, and move chosen media sequences quickly and easily to the Curator environment. Medway will automatically rewrap the chosen media and move it at full network speed as a background process. Transfers will be made smoothly, avoiding bottlenecks in workflow that may otherwise occur due to the disparity in file structures between systems. Benefits achieved through the Curator-Medway integration include improved output efficiency, and a higher level of flexibility in the choice of broadcasting equipment that can be attached to Curator-based workflows.

IPV customers can now improve workflow efficiencies throughout their broadcasting processes by using Medway to simplify and centralise the management of bi-directional media transfers between Avid or Apple systems and the Curator environment.



[www.ipv.com](http://www.ipv.com)

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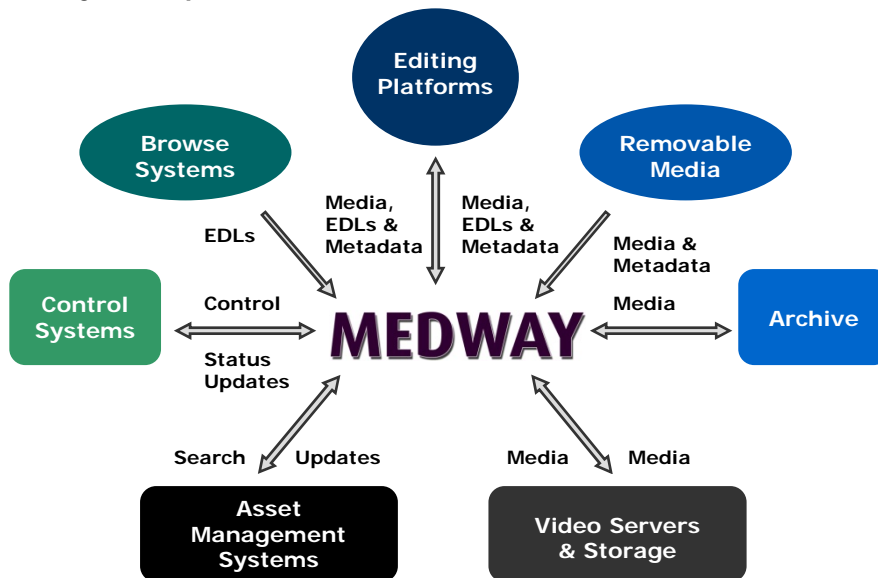
IPV is the driving force behind the worlds most advanced solutions for Video Browsing of content over standard IT networks in a multi-user desktop environment. **Curator** offers a swift route to a tapeless workflow environment and allows communities of media professionals add value to their content and efficiently fulfil tasks such as desktop editing media annotation, review and approve and general media browsing. Built on the **SpectreView** technology, **Curator** offers faster than real time frame accurate transcoding to WM9 and MPEG4 complete with multiple audio channels and resolutions. **IPV** has been selected by major broadcasters to advance their browse-based workflows, thus increasing efficiencies and reducing the costs associated with dedicated systems.

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## Medway Concept



## Medway / IPV Integration, supported standards and formats ...

**Video Standards**  
625/25 and 525/29.97  
1080i/25, 1080i/29.97,  
720p 29.97

**Video Formats**  
DV25/DVCPro 25/DVCPro 50  
IMX 30/40/50  
MPEG2 Long GOP  
DNxHD 120/145/180/220  
DVC-Pro 100

**Editing Formats**  
Avid OMF or MXF atoms  
Apple QuickTime

**Media Wrappers**  
MOV (QuickTime Reference)  
MOV (QuickTime Wrapped)  
MXF OP1a/OP1b/OpAtoms/  
Mastering Format  
AVI with Embedded Audio  
AVI with Separate WAV Audio  
LXF (VR & NX4000 & 3600)  
LXF (NX3600)  
STD (MediaStream)  
DV (raw DV)  
GXF

## Medway / IPV integration, supported video platforms and devices ...

### Editing Platforms

Apple, Final Cut Pro  
Avid MediaComposer  
Avid Symphony  
Avid NewsCutter  
Avid Xpress  
(all Avids on PC only)

### Edit Shared Storage

Apple, XSAN  
Avid, Interplay  
Avid, ISIS  
Avid, Lanshare  
Avid, Unity

### Video Servers/Storage

360 Systems, IS2000  
Apple, XSAN  
EVS, XT2  
GVG, ProfileXP  
Harris, Nexio 4000/3600  
Omneon, MediaGrid  
Omneon, Spectrum &  
MediaDeck  
On-Air systems  
Seachange, BML  
  
Generic IT based storage:  
MXF, QuickTime and .AVI

### Asset Management Systems

Artesia  
Blue Order  
Dalet  
Harris Invenio  
Omnibus  
TMD MediaFlex  
  
(In development)  
Pharos  
Quantel ISA

### Browse Systems

Blue Order  
Harris Invenio iBrowse  
Omnibus HeadLine  
Dalet  
Artesia  
Harris Invenio  
Omnibus  
TMD MediaFlex  
S4M

### Archive

Front Porch Digital  
DIVArchive  
SGL Flashnet

# marquis

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

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