

# Mediator and Avid with Medway

## Mediator Media Management

The unique Mediator content management platform, with its integrated Playtime playout and Pilot control options, provides efficient tools to deliver multi-format content globally. Millions of media assets across hundreds of television channels and an increasing number of new media distribution networks, today benefit from the unique Pharos approach to integrating creativity, workflow and media logistics. Pharos software architecture, integration and post-installation support enable the entire business of broadcasting to be unified across the enterprise.

Pharos customers around the world benefit from an enterprise approach in all areas of traditional broadcast operations, using web browser interfaces to extend the workforce and distribute productivity as never before.

Streamlined operations with a common user interface from library management, ingest and QC to compliance, promotions management and approvals helps talent across the business work as effectively as possible.

By bringing the content closer to every user, Mediator's unique desktop user experience with multi-format browse, advanced search tools and proven workflow, enables rapid expansion in playout and publishing.

### **Mediator smoothes out the workload by prioritising editing according to the schedule and transmission priorities.**

- Browse and select source material at any desktop, including Avid workstations, from the centralised on-line and archive storage systems. Includes partial restore if required.
- Automatic Avid project creation and delivery of the hi-resolution source files for editing in SD and HD. Mediator integrates transcode or rewrapping of source files if required.
- Mediator provides access to source material across multiple territories. Media can be browsed for clip selection, review and approval both locally and remotely.
- Publishing of final versions is managed by Mediator to speed up transfers and reduce manual data entry errors.

## About Medway

Complex digital workflows are hampered by expensive and repetitive operations brought on by file incompatibilities. Marquis Broadcast's interoperability engine Medway provides a transparent and cost-efficient route to removing these bottlenecks.

Medway is a sophisticated media transfer and format conversion tool, delivering a transparent and cost-effective connection between multiple broadcast content platforms. 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 media and metadata at faster than real-time speeds over standard data networks, transcoding if required, enabling the whole production process to be maintained in a digital environment.

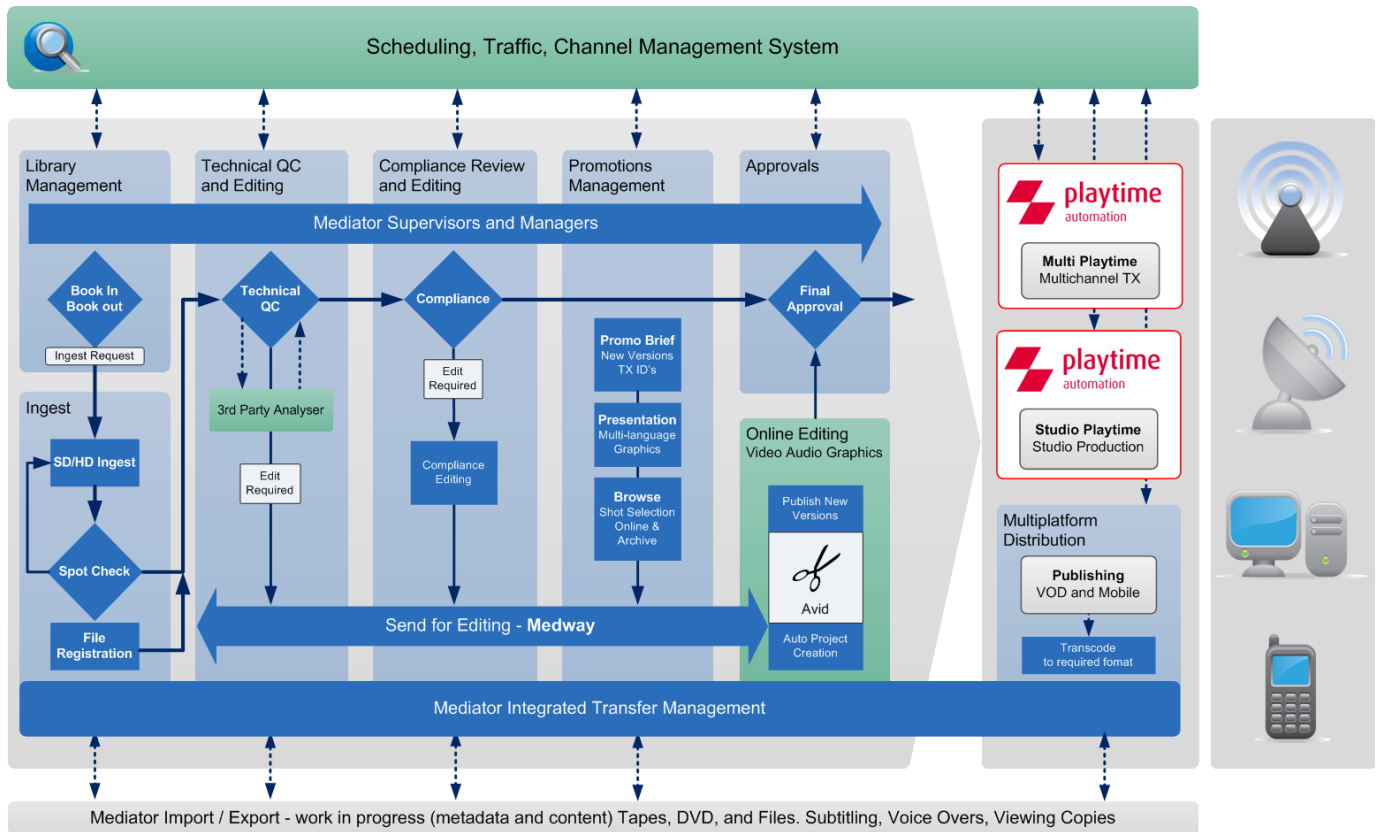
The need to produce interim files or go out to tape is totally removed thus minimising errors and significantly improving output quality. Furthermore, by allowing metadata to be moved with its associated media, Medway enhances tracking so that media can never be lost and thus maximising the return on expensively produced assets.

Medway improves the production quality and efficiency of workflows and offers both financial and time savings through reduction in manual operations. One of Marquis' customers has claimed that the efficiencies created by Medway has saved their operation over €200,000 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.

## Key features and benefits

- **Metadata handling** – Medway will provide metadata integration between Avid and Pharos Mediator allowing efficient workflows.
- **HD** – Medway provides an HD upgrade path e.g. Transcoding DNxHD to Long GOP available as an option allowing Avid editors to work in HD whilst providing an efficient transfer to transmission servers.
- **Speed of transfer** – Medway will transfer data as fast as the network and connected devices will allow. Typical transfer speeds of 200-300Mb/s are possible giving very fast transfer times. File and essence processing is also performed during the transfer.
- **Future upgrades** – the Medway Support Agreement includes upgrades to new features e.g. HD upgrade is included in the Support Agreement.

## Mediator and Medway Avid Integration



### Avid compatibility

#### Editing platforms

- Avid MediaComposer
- Avid Symphony
- Avid NewsCutter
- Avid Xpress
- (all Avids on PC only)

#### Edit shared storage

- Avid, Interplay
- Avid, ISIS
- Avid, Lanshare
- Pro-Tools

#### Video formats

- DV25/DVCPRO 25/DVCPRO 50
- IMX 30/40/50
- DNxHD 120, 145, 185 and 220
- DVC Pro 100 HD

### This datasheet

PHDS-3028.01 Mediator and Avid with Medway

### Related information:

PHDS-3013 Mediator

See also [pharos.tv/solutions](http://pharos.tv/solutions)

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