

SeaChange® Tapeless Workflow for Avid® using Medway

A fast, user-friendly, largely automated method for exchanging, importing and exporting video files to and from the Avid and SeaChange environments using Medway.

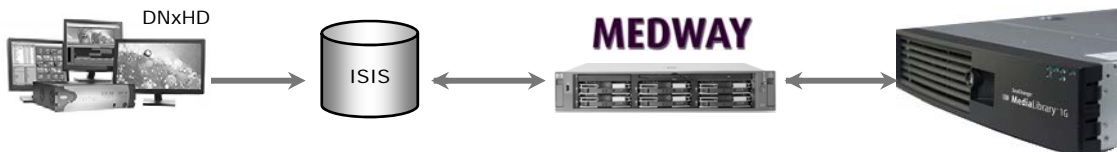
Introduction

As part of the Digital Media Revolution, file-based digital workflow platforms have been replacing tape very rapidly. Unfortunately, interoperability between platforms was severely lacking. However, as a result of recent agreement on file standards such as MXF, and a realization by companies involved to either interoperate or not survive, we are now seeing a new, effective file exchange approach.

SeaChange, along with Marquis Broadcast, recently completed software integration making it possible to provide true file-based program transfers - file ingest and file-based delivery - from the Avid Non-Linear Editor (NLE) production environment to the play-to-air server or archives. This long sought after standard of operation greatly reduces the time-to-air process and improves the quality and timeliness of the materials presented on-air.

Marquis 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.

Medway from Marquis broadcast provides a transparent and cost efficient route to removing workflow bottlenecks. Medway transfers both Media (essence) and descriptive data (Metadata) enabling the whole production process to be maintained in a file based digital environment. Media is re-wrapped and streamed during its movement and therefore provides faster than real time transfer of content.



Medway uses a simple drag and drop interface which allows for the exchange of media between the SeaChange MediaClient 6000 and the Broadcast MediaLibrary (BMLex) in a transparent and user friendly way.

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 rich gamut of broadcast media formats, thus ensuring maximum benefits are derived from SeaChange within the whole production process.

Medway brings new functionality to broadcasters by enabling them to read and write media between systems based on the SeaChange architecture, editing platforms (Avid/Apple) and a range of video servers.

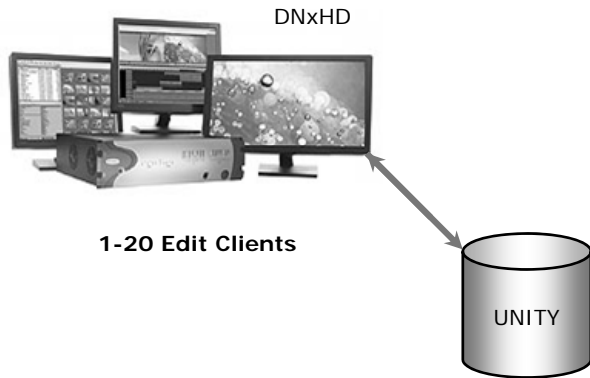
SeaChange customers can now improve workflow efficiencies throughout their broadcasting processes by using Medway to simplify and centralise the management of bi-directional media transfers between editing platforms and the MediaClient 6000 and the Broadcast MediaLibrary (BMLex) platforms.

The movement of the media within, what can be complex workflow environments, is simply achieved by using the Medway GUI to drag and drop file between source and destination devices. Medway will then ensure that the movement of the file is completed along with appropriate file re-wrapping and any optional video Transcoding between the source and destination devices.

Features

- Remove the need to re-ingest
- High speed transfers
- Enhanced production quality
- Metadata management
- Avid Support
- Interplay Web Services Integration
- Video Transcoding

Entry Level Solutions



The **Medway Edit Solution (MMW-EDT)** pack, provides powerful integration between the SeaChange MediaClient 6000 and the Broadcast MediaLibrary (BMLex) and up to 20 Edit Workstations with connection to single Edit Shared Storage. Files can be browsed on all of the sever and edit platforms, with file movement being accomplished by simple drag and drop functionality on the Medway GUI, which resides on the edit seats. Each Medway client GUI displays all Medway initiated transfers and their progress and status for the total system. The MMW-EDT includes one control server and one Transfer Engine.

Supported Standards and Formats

Video Standards

625/25 and 625/29.97
1080i/25, 1080i/29.97,
720p/29.97

Video Formats

DNxHD 120/145

Editing Formats

Avid OMF or MXF atoms

Media Wrappers

MXF Op1a

Medway Edit Solution (MMW-EDT)



The **Medway Standalone Avid NLE Solution (MMW-STL)** shown below connects a single Avid Edit workstation to the SeaChange MediaClient 6000 and the Broadcast MediaLibrary (BMLex) and is suitable for standalone Avid workstations with local storage only. This configuration allows the editor to send sequences to the video server as well as browse and retrieve material already stored there. The MMW-STL includes the Medway control server, Transfer Engine and Medway client GUI, all running on the Avid workstation.



How To Purchase

The SeaChange to Avid DNxHD integration is available for sale through SeaChange and approved Marquis resellers. For further details on this workflow integration please contact your local SeaChange representative.