



Bridging Solution Brief

Bridging allows Avid and Apple editors to exchange media timelines.

Bridging is a time saving and cost efficient solution for busy editing environments where Apple and Avid editors are working on shared storage and collaborating on projects.

'Bridging' Overview

The need to move an edit from one type of an editor to another can arise in a number of different ways.

It is quite normal to start the editing process in one edit suite, such as an Apple Final Cut Pro, and produce a 'rough cut' of the edit, and then to take this into another editing tool, such as Avid Media Composer to carry out the finishing work. The traditional way of doing this up until now has been to use a conversion tool to convert the EDL, and then to 'batch-digitise' all of the media again into the high end editor before carrying on the editing. This is a very time consuming exercise.

Other productions may use different tools for different elements of the production, then pulling them together in one tool at the end. For example the graphics and animation creative teams will quite often be more comfortable using the Mac platform for their work, and will therefore naturally tend towards using the Final Cut Pro for their video editing. The more 'conventional' video and audio editing people will, in general, tend towards using the functionality of the Avid Media Composer. With Bridging the graphics production team can prepare their components of the production and very easily 'send' them across to Avid for final assembly and finishing.

Managing and booking resources in any production facility is always a complex task, trying to optimise the efficient use of all the resources and maximising the occupation, without over complicating the process for any one production team. This is equally true whether it is a commercial editing facility or an in house facility servicing their own production needs. Freeing up the movement of jobs between resources therefore is a significant benefit. This is the main driver behind the increased adoption of shared storage systems for editors. The Bridging functionality frees this movement up, for the first time, to move editing jobs seamlessly between two different platforms.

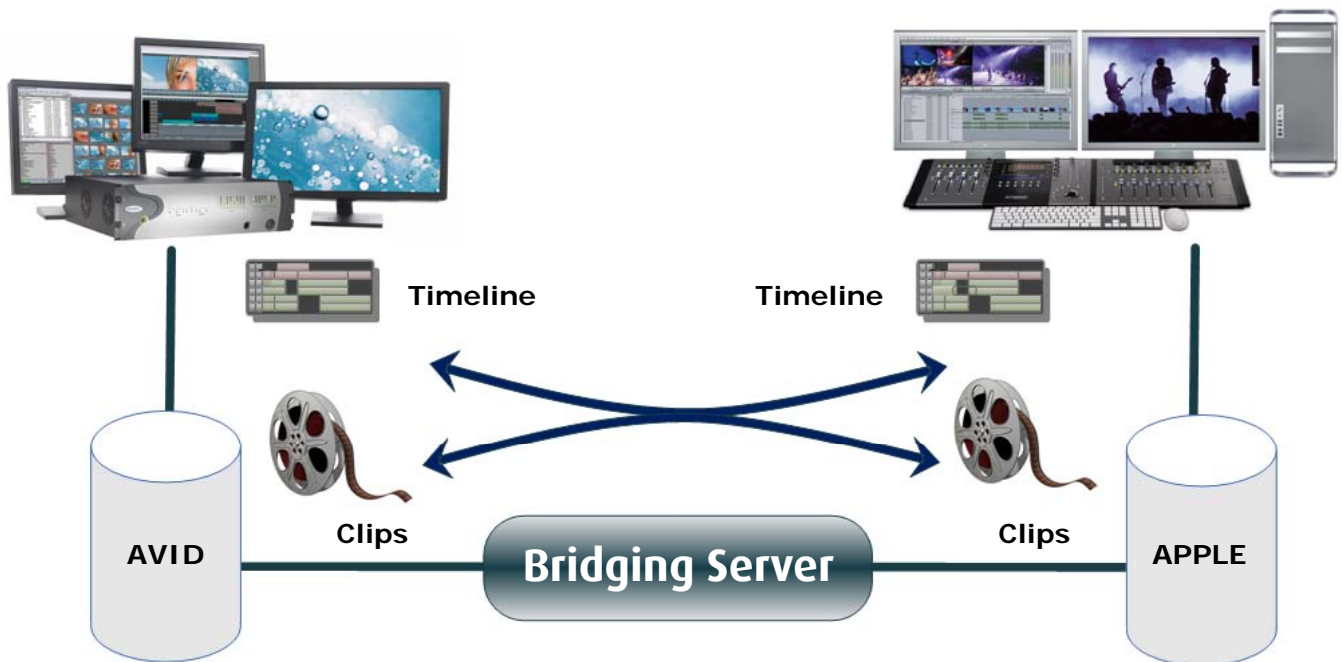
Typical Workflows

- Rough shot selection taking place on one system and final craft editing taking place on another.
- Journalists or producers collaborating with online editors or junior editors assisting senior editors.

Key Benefits

- More freedom in planning and organising productions.
- Better collaboration between staff using different technology.
- Easier to use best of breed tools for different stages of the production.
- Saves time and effort when transferring edits between editors.

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Compatibility

Bridging is compatible with the following:

Editors

Avid Xpress Pro
Avid NewsCutter
Avid Media Composer
Avid Symphony
 (Avids on PC only)

Apple Final Cut

Shared Storage

Media Types

On Avid:

DV, DVC-Pro, DVCPro-50 & DVCPro-100
 IMX-30, 40 & 50
 DNxHD 120, 145, 185, 220 & X

On Apple Final Cut:

DV, DVC-Pro, DVCPro-50 & DVCPro-100
 IMX-30, 40 & 50
 SD uncompressed
 XDCamHD-50

Further Information

Bridging is described in more detail on our website at

www.marquisbroadcast.com/marquis/bridging.htm

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