

MEDIACENTRAL

The industry's most comprehensive media workflow platform

MediaCentral® provides a unified media production platform that enables news, sports, and post-production teams to collaborate from anywhere, accelerating content turnaround. Now you can even preview, control, and schedule media ingest jobs from any location. From search, and logging to editing, distribution, and publishing, MediaCentral streamlines your entire production workflow from end to end, giving dispersed teams the agility to create better content faster, deliver to more outlets and devices, and maximize the value of your media.

COLLABORATE EFFICIENTLY FROM ANYWHERE

MediaCentral makes it easy to connect teams in the studio, in the field, and at home together, enabling more efficient collaboration and access to projects, tasks, and media from anywhere, using a laptop or mobile device. From planning and assignments, to tracking tasks and topics, its story-centric workflow keeps teams connected. And its unified web interface gives teams workflow consistency from any computer, enabling the same capabilities in the studio and when working remotely.

ADAPT THE TOOLS TO YOUR WORKFLOW NEEDS

Both scalable and modular, MediaCentral can be as simple or as sophisticated as you need it to be. Start with a choice of editing, logging, media management, graphics, and newsroom tools, then add the apps, services, and third-party connectors you need to handle your unique production workflow. Plus, the flexibility to deploy on premises, in the cloud, or as a hybrid configuration makes the transition to the cloud painless.

GET PROVEN RELIABILITY AND SECURITY

Your media and metadata are your most critical assets. MediaCentral offers the infrastructure safeguards and automated media sync and backup required to ensure business continuity. And it provides the security you need to keep your production environment up and running for 24/7 peace of mind, with reliable performance to maintain the most demanding schedules.

ACCELERATE PRODUCTION FROM PLANNING TO PUBLISHING

When news breaks, being first with the story is critical to your company's reputation. MediaCentral accelerates every part of your media production workflow—from story planning and execution, to final delivery—so you can beat the competition consistently. Edit and turn around content as stories continue to develop. And deliver the news online, on social media, and on air at lightning speed.



KEY FEATURES

- > Accelerate news, sports, and post-production workflows with a scalable platform that simplifies complexity
- > Collaborate and share projects, media, and sequences between Adobe and Avid editing teams
- > Manage media ingest remotely with the web-based app, MediaCentral | Acquire.
- > Enable remote collaboration with the ability to plan stories, assign tasks, track progress, and make updates from anywhere with MediaCentral | Collaborate
- > Customize the platform with the capabilities you need—from ingest, logging, editing, and remote reporting, to graphics integration, content distribution, and archive
- > Get deep integration with Media Composer, providing advanced workflows that accelerate editorial
- > Enable Adobe Premiere Pro, Photoshop, and After Effects users to be assigned tasks, find and access media, and collaborate with Avid and other Adobe contributors
- > Gain financial flexibility with a choice of MediaCentral subscriptions
- > Find the media you need fast with intelligent search and Phonetic Index
- > Bridge teams, tools, and media together with a platform that offers connections with Avid and third-party applications, systems, and services
- > Drag and drop Maestro™ graphics directly into stories, as well as assign content for studio wall display, with seamless Maestro integration
- > Break stories first across multiple digital platforms and monetize content with MediaCentral | Publisher
- > Leverage AI, speech-to-text, and machine learning capabilities when using MediaCentral with Microsoft Azure

FOR MORE INFORMATION, VISIT
avid.com/mediacentral



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SIMPLIFY DEPLOYMENT AND MANAGEMENT

MediaCentral lets you set up your platform however you want and transition it as your needs and business evolve. You can deploy MediaCentral on premises in your facility, in a private data center, in a public cloud, or with a hybrid model—the choice is yours. User management is easy too. Switch modules on and off, stage software updates, and designate user roles and permissions for every element across your platform using a simple web interface.

GAIN FINANCIAL FLEXIBILITY WITH A SUBSCRIPTION

MediaCentral can now be accessed through a subscription, enabling your organization to move to a more optimal business expense model and pay for only what you need. This makes it easy to adapt quickly to changing production requirements and optimize spend for each component based on its usage, which can be changed as needed during your subscription.

MEDIACENTRAL FOR NEWS

Whether you’re a local news bureau, regional broadcaster, or global news network, the ability to deliver stories quickly across multiple platforms is critical. Creating compelling content that engages audiences—even more so. MediaCentral gives news teams the media access, workflow integration, and remote collaboration to deliver breaking news as it happens. From information gathering and story planning to editing video, integrating graphics, delivering stories remotely, and publishing content to social media and other digital outlets, MediaCentral provides the most comprehensive end-to-end solution for news production. Work collaboratively across multiple sites and integrate with third-party NRCS and automation systems, so teams can break stories first across every audience channel, from anywhere, using a laptop or mobile device.

MEDIACENTRAL FOR SPORTS

Live sports events drive the highest engagement among viewers. Being able to deliver in-game and post-game highlights to fans across multiple platforms is increasingly important to satisfy insatiable viewer appetites. MediaCentral enables teams to aggregate and log incoming live game feeds while incorporating multiple sports data feeds, leveraging team rosters, players, and historical data. Sports producers can create custom logging templates, quickly mark timecode-based metadata, and create highlights almost instantly based on filtering logged data. Then add compelling graphics

and publish content across multiple properties during and immediately following the game—for any sport. When used with FastServe® video servers, Avid NEXIS® storage, and Maestro graphics, teams have everything they need to produce captivating game productions and highlights for sporting events of any size.

MEDIACENTRAL FOR POST PRODUCTION

When you’re a large post facility with multiple productions spread across diverse and distributed teams, your production teams need a shared infrastructure and a collaborative toolset to manage and deliver their projects on time and on budget. MediaCentral streamlines the entire post-production process, providing the remote collaboration, media management, and workflow integration needed to prep, complete, and deliver projects on the tightest deadlines. With MediaCentral® | Production Management, plus seamless intergration with Media Composer®, Adobe® Premiere® Pro, Photoshop, After Effects, and Avid NEXIS storage, you gain a centralized workflow that delivers the collaborative efficiency and security needed to accelerate any movie, TV, or video production.

SPECIFICATIONS

MEDIACENTRAL SERVER HARDWARE

MediaCentral can be installed on standard HP and Dell server configurations; for detailed system requirements, visit avid.com/mediacentral

MEDIACENTRAL OPTIONS

Add workflow modules, apps, services, Media Composer and Adobe Premiere Pro editorial panels, and third-party connectors to expand your capabilities and extend workflows. Visit avid.com/configure-mediacentral for details.

MEDIACENTRAL INTERFACES & PANELS

- › MediaCentral | Cloud UX web interface—supports Chrome web browsers on Windows and macOS
- › MediaCentral | Cloud UX for iOS app
- › MediaCentral | Panel for Media Composer
- › MediaCentral | Panel for Third-Party Creative Tools

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