

A woman with long dark hair is shown in profile, focused on her work. She is sitting at a desk with a laptop open in front of her. The laptop screen displays a video editing software interface, showing two video thumbnails of a woman speaking. The background is a dimly lit room with a desk lamp and a vase of purple flowers. Overlaid on the bottom half of the image is a complex digital graphic consisting of glowing blue and white lines forming a circuit-like pattern, with several cloud shapes integrated into the design. The overall color palette is dominated by deep blues and purples.

Expanding horizons in editorial collaborations

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Content

- Evolution of collaborations
- Expanding workflows with Web and Cloud tech
- MediaCentral platform enablers
- Taking workflows to the cloud



Evolution – Conform and relinking



Evolution – Shared Projects and Bins

Organize, annotate

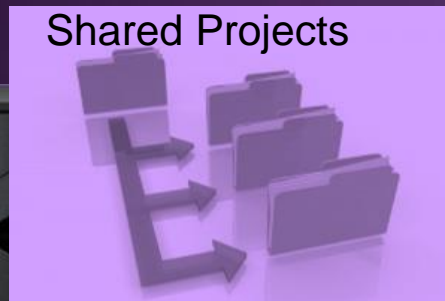


Edit, Publish



NETWORK INFRASTRUCTURE

Shared Projects



Evolution of Collaboration

Projects and Bins – Media Composer

Enterprise Collaboration - Interplay

Enterprise Collaboration – MediaCentral

Pro Tools Collaboration

Cloud Storage

Avid NEXIS – Software Defined Storage

Avid ISIS

Unity

What if I want to...

- ...log metadata without a full media composer?
- ...use a remote UX to view, review content?
- ...search projects across shared bin without opening them?
- ...search with more than text metadata, e.g. phonetic, or AI driven search?
- ...add new services and apps to extend my workflows?



MediaCentral | Cloud UX



MediaCentral Applications

MediaCentral Modules

MediaCentral Services

API Gateway

Creative Tools

Integrated Solutions

Marketplace

MediaCentral Platform

Admin

Users & Permissions

Deployment

Connectivity Toolkit

Security

Storage



Compute



Network



On Premises

Hybrid

Private Cloud

Hybrid

Public Cloud

Bring it altogether with **Editorial Management**

- Post workflow and asset management for NEXIS
- Easily share bins and project across multiple editors
- Powerful media management tools for editors and assistants
- Search, browse, log, review and approve media from intuitive Cloud UX web client



**Coming in Q2 – In
Beta now**

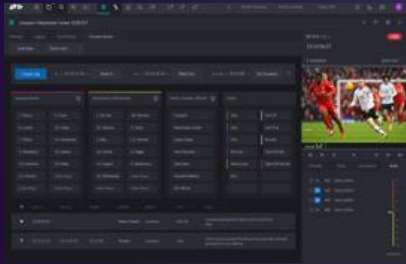


Components of Editorial Management

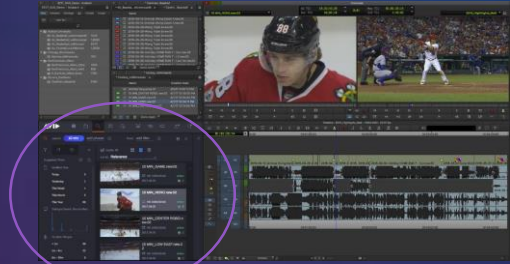
Desktop Application



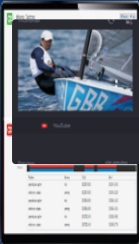
Browser based apps



Desktop App Panels



Mobile Application



API Gateway

MediaCentral Platform



Admin



Users & Permissions



Deployment



Microservices execution



Security

Editorial Management



AI Services



Media Engine



Bin Asset Management



Browse



Search



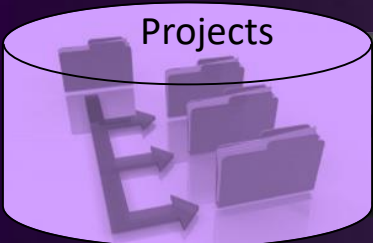
Log



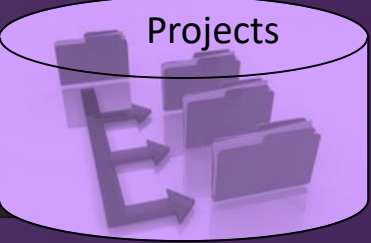
Edit

NEXIS Software Defined Storage

Projects



Projects



MediaCentral | Cloud UX & Apps



The screenshot displays the Avid MediaCentral interface. At the top, a browser window shows the URL: `https://app/browse/ctx/location-item/interplay-pam%3A20A8378F-2BA3-4C34-912C-CB6ADEA3172E%3Afolder%3A%2FProjects%2Fchicago%2FNAB2017%2FSanFrancisco_49ers%2Finspector/ctx/asset/interplay-pam%3A20A8378F-2BA3-4C34-912C-CB6ADEA3172E%3Aclip%3A060a...`

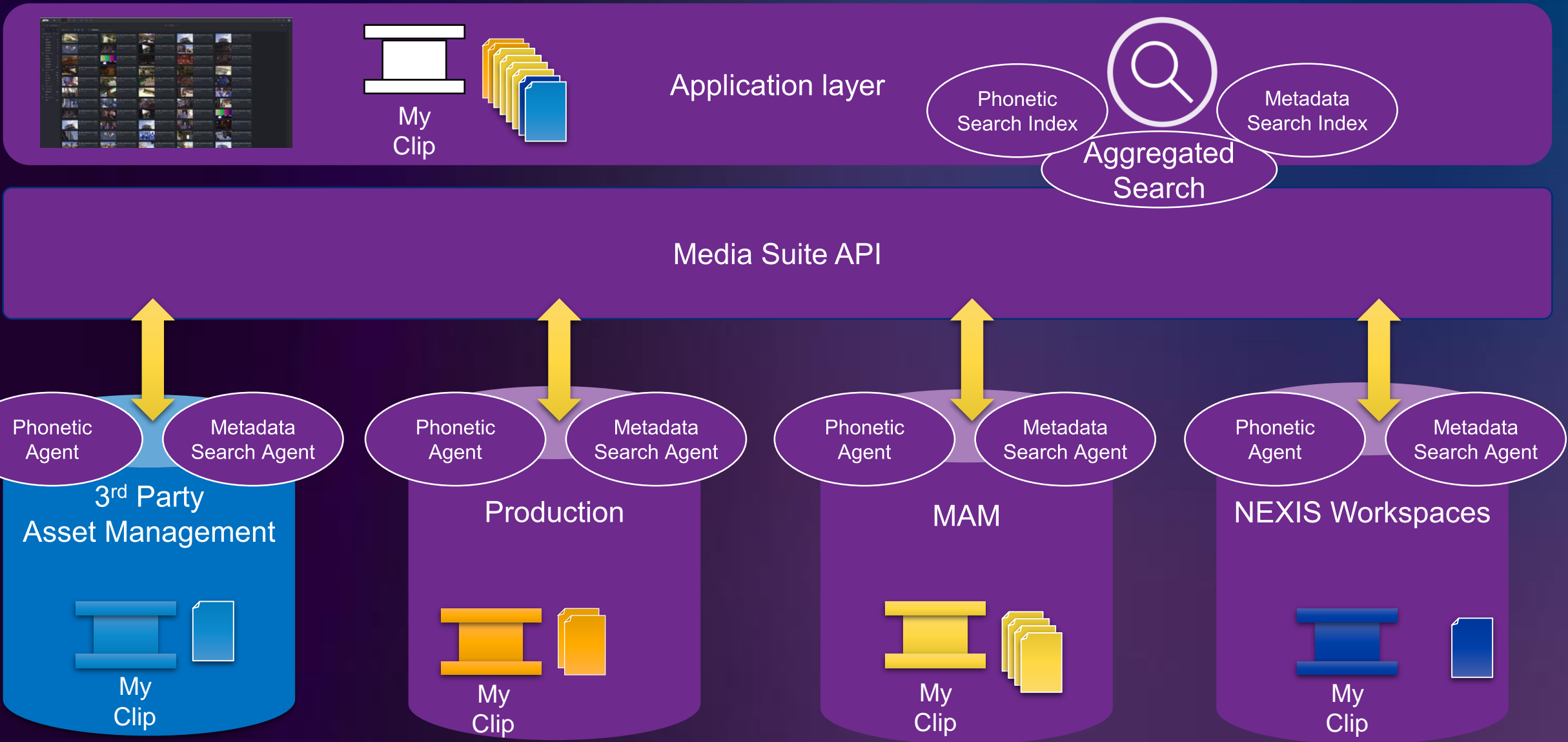
The main interface is divided into several sections:

- Left Panel:** A navigation tree showing the directory structure: `IP-VM-WG4 > Projects > chicago > NAB2017 > SanFrancisco_49ers`. The `SanFrancisco_49ers` folder is selected.
- Grid View:** A grid of 24 video thumbnails. Each thumbnail includes a small video preview, a title (e.g., "Defense Throw Incomplete 01 SloMo MOS"), and a date (2017.04.03). The thumbnails are arranged in a 4x6 grid.
- Right Panel:** A video player showing a clip titled "markersandrestriction02". The player has a progress bar and a timecode of 16:30:56:02. Below the player is a "Markers" table.
- Bottom Panel:** A timeline showing video and NAT tracks. The video track has three clips: `170726_mso06`, `amsoxd1.98`, and `amsoxd1.98`. The NAT track has a green bar corresponding to the first video clip.

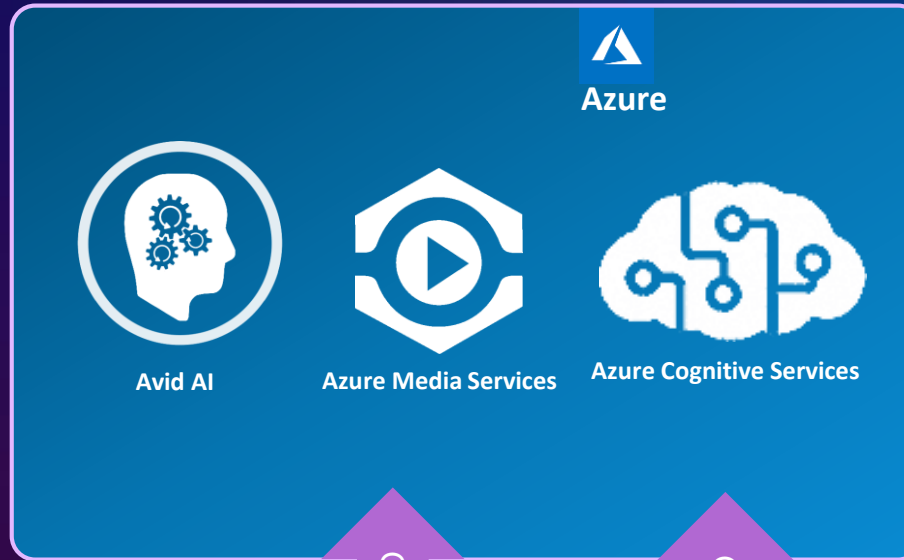
IN	OUT	Notes	Color	User
16:30:59:02		Marker 1	White	fh
16:31:00:02		Marker 2 line feed 1 line feed 2	Red	fh
16:31:02:14		FBI Director Confirmation hearing	Blue	fh
16:31:08:12	16:31:11:15	Restriction 1	Red	fh
16:31:15:14		The Russian Revelation	Blue	fh
16:31:25:02	16:31:28:12	Restriction 2	Red	fh
16:31:26:17		Turkish Press freedom record	Blue	fh



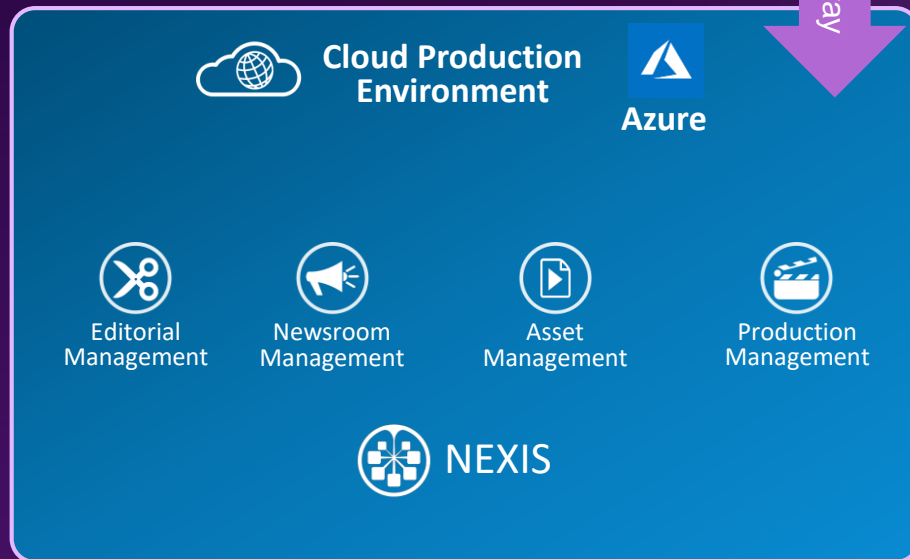
Abstracting asset back-ends



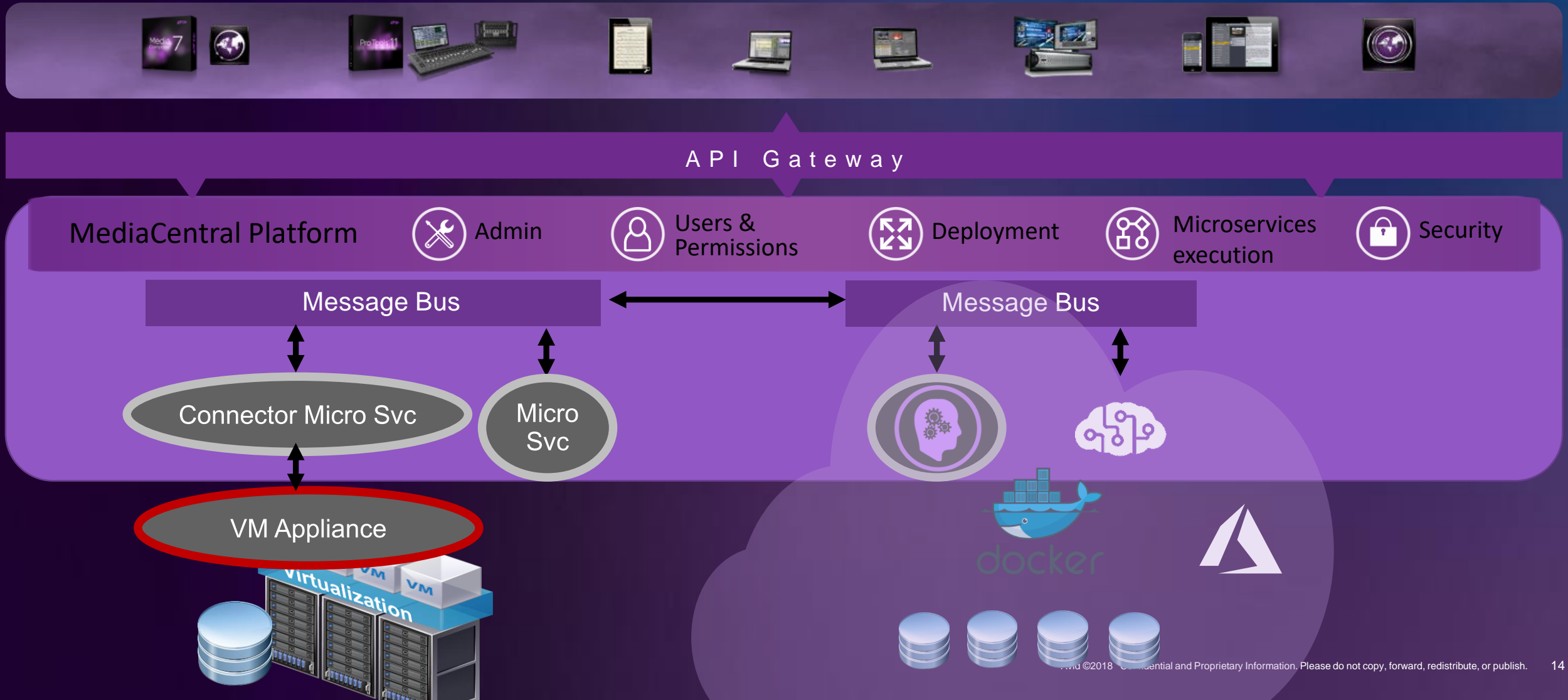
Cloud Gateways for AI and Media Services



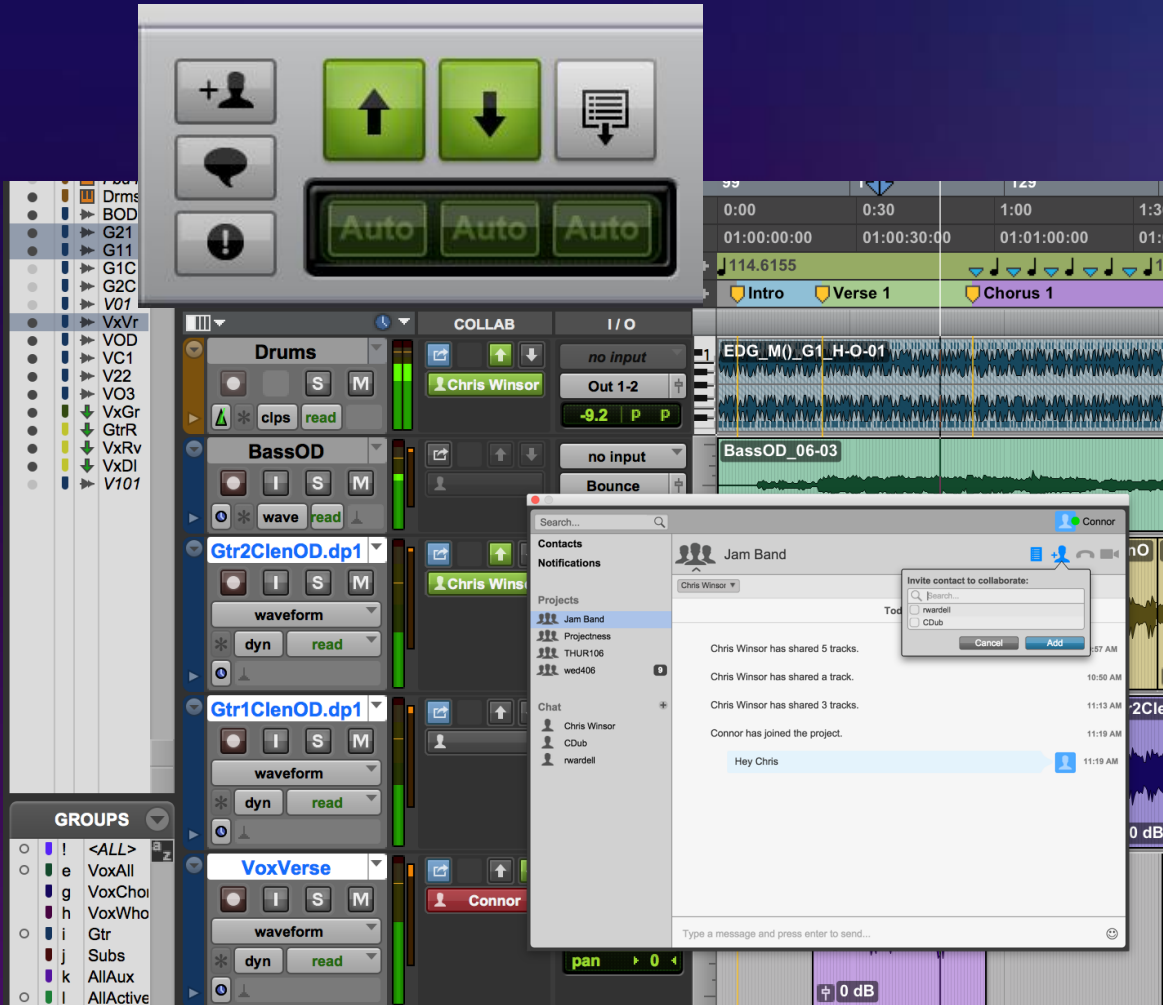
Cloud Gateways services enable MediaCentral deployments to connect to cloud services and transfer media and metadata for analysis, transformation, and distribution



Bridging Hybrid deployments



Avid Cloud Collaboration for Pro Tools



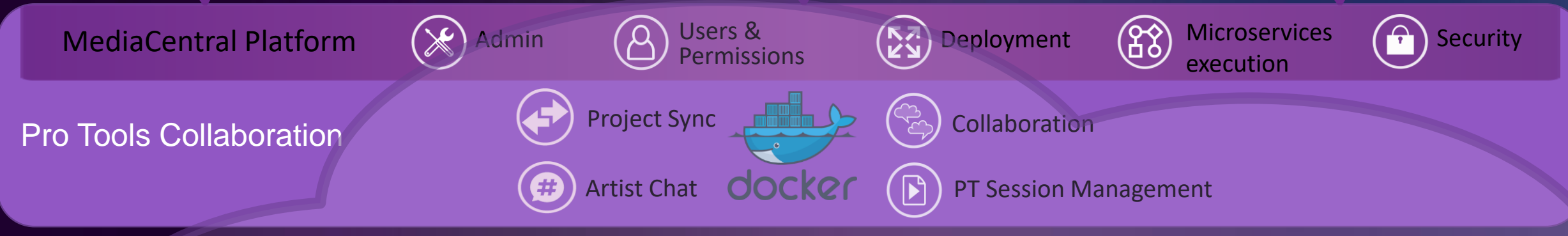
- Multi-tenant MediaCentral Platform Service in the public cloud
- Pay-as-you-go service (SaaS)
- Audio session collaboration on a track by track basis
- Projects are mirrored to cloud
- Artist Chat interface with transaction log
- Login with MyAvid account
- “In App” integrated user experience
- >500,000 active Pro Tools users on the platform, and growing...



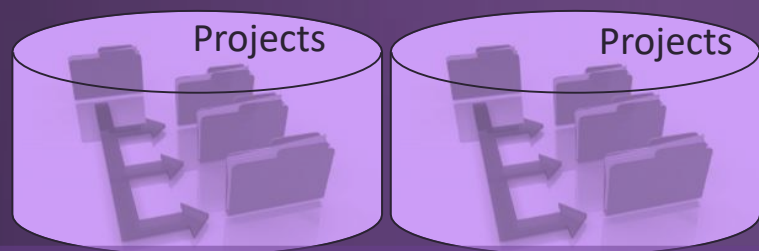
Components of Pro Tools Collaboration



API Gateway



Blob Storage





Creative Team



Individual Artist



Media Enterprise

