

INTEGRATING ADOBE WITH AVID: WORKFLOWS FOR MEDIA ENTERPRISES

Enable real-time collaboration for news, sports, and post production

USING ADOBE PREMIERE PRO IN AN ENTERPRISE-LEVEL MEDIACENTRAL WORKFLOW

Finding media

With the **MediaCentral | Panel for Adobe Premiere Pro**, you can quickly find and access all the assets you need directly from within your Premiere interface or using a web browser. Browse for MediaCentral-managed Adobe and Avid projects and media in **Avid NEXIS** storage. Use advanced search capabilities to find content by keywords, metadata, or other criteria. And save hours (even days!) of search time by adding the **Phonetic Index** option, which finds all clips that contain a certain spoken word or phrase dialogue you seek in seconds—a major timesaver for interviews, reality TV, and documentary production.

Likewise, Avid users can find and access Adobe projects and media housed in Avid NEXIS storage using MediaCentral in a web browser.

Creating projects

Save a new or existing Adobe project as a template right from within the **MediaCentral | Panel for Adobe Premiere Pro** to jumpstart different projects quickly, with all of the files and bin structure set up just the way you like. This can also be done using MediaCentral on any computer, making it a great way for assistant editors to prep projects without requiring a seat of Adobe Premiere Pro or Media Composer.

Editing and collaborating

No need to spend time transcoding or converting media to collaborate. You can open and edit sequences from **Media Composer** and **MediaCentral** right in Premiere Pro, bridging the workflow between Adobe and Avid editors. With OP1a and OP-Atom media, you can even “edit in place,” eliminating the need to copy or move files. And with the Collaborate app, you can view assignments, update tasks, and track progress to stay in sync with your team.

Working with metadata

With the intelligent Metadata Mapping Management tool, Premiere users can view metadata from any clips and sequences brought into an Adobe project from **MediaCentral | Production Management** or **Asset Management**. Metadata can be mapped from MediaCentral to Premiere Pro. This gives Adobe and Avid editors access to equivalent metadata values on managed assets, enabling everyone to search for and filter clips quickly with the same results—regardless of which tools they use. You can also add, edit, and modify metadata in MediaCentral, with any changes immediately visible to anyone viewing and working with the assets.

Ingesting, importing, and exporting media

MediaCentral makes bringing media into and out of Premiere Pro easy. Import Adobe and Avid projects, sequences, and media files directly into an Adobe bin in Premiere using the **MediaCentral | Panel for Adobe Premiere Pro** or using a web browser. Edit media while it’s being ingested for faster turnaround. Transfer files to MediaCentral while rendering them. And add **MediaCentral | Publisher** to publish content quickly to social media and other digital platforms.

Protecting content

When collaborating on projects, **MediaCentral** and **Avid NEXIS** keep your hard work intact. If you or someone else is actively editing a project from an Adobe workspace, access to all other collaborators will be locked, though they can view the project in read-only mode in Premiere Pro. And when importing a clip from **MediaCentral | Production Management** to your Adobe bin to use in a sequence, MediaCentral flags and reserves the asset, showing other users that it’s in use while preventing it from being deleted.

FOR MORE INFORMATION ABOUT MEDIACENTRAL, VISIT avid.com/mediacentral

FOR MORE INFORMATION ABOUT AVID NEXIS, VISIT avid.com/nexis