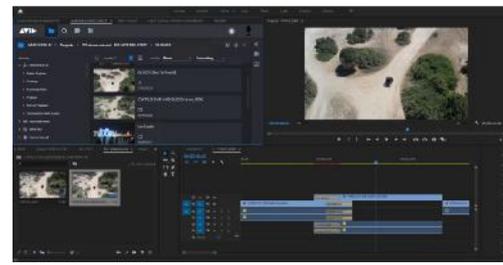


# INTEGRATING ADOBE WITH AVID: WORKFLOWS FOR MEDIA ENTERPRISES

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



Imagine being able to access your organization's entire media library, share projects, and collaborate with other editors and content contributors from anywhere, with your editing tool of choice—Adobe® Premiere® Pro or Media Composer®. Avid makes this possible. With direct connection to the MediaCentral® platform and Avid NEXIS® shared storage, Premiere Pro users gain powerful media asset management and storage capabilities, enabling them to find media quickly and collaborate with other Adobe and Avid users to turn around better stories faster.

## SIMPLIFY MEDIA AND PRODUCTION MANAGEMENT

MediaCentral integrates directly with Adobe Premiere Pro as a panel within its interface, enabling editors to browse, search, access, and edit content and metadata across local and remote databases—without leaving Premiere. Working in concert with Avid NEXIS shared storage, you have access to the same accelerated workflows as Avid users, from importing media and phonetic search, to sending sequences to playback and multiplatform delivery.

## ENABLE REMOTE COLLABORATION

Connect and collaborate with other Adobe and Avid editors—regardless of location. MediaCentral puts an end to workflow silos, making real-time remote collaboration a reality. Edit media while it's being captured. Share Adobe projects and media with MediaCentral users—and vice-versa. Open Media Composer sequences in Premiere Pro. View rundowns and scripts while you edit. And map metadata between Avid and Adobe projects. Either in Premiere or through a simple browser-based interface on your computer or mobile device.

## INCREASE PRODUCTIVITY

With reliable media management, real-time performance, extended workflow interoperability, and scalable storage, Adobe users can accomplish more with less stress. Whether sharing projects and media, importing content from halfway around the world, accessing files, creating templates, or archiving finished projects, Premiere Pro on the MediaCentral platform empowers your efficiency like never before.

## PROTECT YOUR WORKFLOWS AND PRODUCTION

MediaCentral simplifies the complexities and challenges of today's media production while protecting your workflows, workspaces, and assets. Modules and permissions can be turned on or off to support any production role, enabling teams to stay focused and work more efficiently, while putting limits on what they can and can't do. And it provides the security, data protection, automated backup, and hardware redundancy you need to protect your entire production.

## KEY FEATURES

- > Accelerate news, sports, and post-production workflows with a scalable platform that connects tools and teams together
- > Browse, search for, and access media across multiple MediaCentral databases and Avid NEXIS systems directly within Premiere Pro, Media Composer, or a web browser
- > Enable real-time and remote collaboration across flash, online, nearline, and archive storage tiers—on premises or in the cloud
- > Centralize your entire media library across multiple Avid and third-party storage tiers for faster, easier file search and access
- > Plan stories, assign tasks, create and edit content, track progress, and make updates from anywhere, using any device
- > Save time and minimize mistakes and stress with automated workflows for media ingest, archiving, and more
- > Find all clips that contain a specific word or phrase of dialogue in seconds with the Phonetic Index option
- > Break stories first across multiple digital platforms and monetize content with MediaCentral | Publisher
- > Safeguard all assets with the utmost security, reliability, and protection, including high-availability and media mirroring options

FOR MORE INFORMATION, VISIT

[avid.com/mediacentral](https://avid.com/mediacentral)

[avid.com/nexis](https://avid.com/nexis)



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## 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](https://avid.com/mediacentral)

FOR MORE INFORMATION ABOUT AVID NEXIS, VISIT [avid.com/nexis](https://avid.com/nexis)