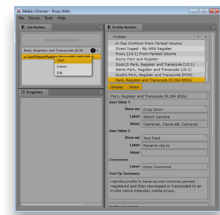# Media Suite Modules

Extend your media capabilities with options for the Media Suite

The Avid® Media Suite features powerful, proven solutions that enable you to manage, protect, distribute, and monetize your media more efficiently, easily, and effectively, from iNEWS® newsroom management, to Interplay® | Production and Interplay | MAM asset management. In addition, you can extend the capabilities of these solutions even further by adding one or more Media Suite modules to your workflow, saving you time, money, and effort. Here's what's available.

Media | Director: Orchestrate your file-based workflow

Media | Director is a media ingest module for the Media Suite that speeds up file-based workflows in unscripted television, post-production, and broadcast environments. With its powerful yet easy-to-use scripting tools, Media | Director works with Interplay | Production and Interplay | MAM to orchestrate the process of ingesting media into production and nearline storage, enabling you to start editing immediately. Ideal for reality TV, broadcast news, and other productions that command high volumes of footage, Media | Director eliminates manual prep work, enabling you to lower production costs and gain maximum efficiency.

Accelerate turnaround time

Prepping a day's worth of shot footage for creative editorial is often a repetitive, labor-intensive, error-prone endeavor done overnight. Media | Director is designed to park, check-in, and transcode material quickly, automatically, and reliably when you need it, so you can access footage faster. It works with all AMA (Avid Media Access) supported file-based media formats when connected to ISIS® or third-party storage. In addition, with ISIS shared storage, you can immediately start logging and editing material parked on it—without having to wait for the transcode process to complete—enabling you to jumpstart the creative process.

Lower production costs

Media | Director eliminates the need to employ teams of media wranglers to handle overnight media prep and transcoding. Instead, you can let the software swiftly handle the process of ingesting all file-based media into production and nearline storage for you.
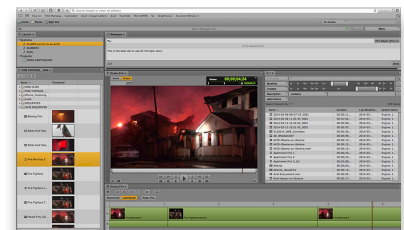
Streamline your workflow

Media | Director features easy-to-use scripting tools that enable you to create custom profiles that orchestrate your entire ingest process between Interplay | Production, Interplay | MAM, and Avid and third-party storage, from embedding metadata and telling the software where to park native source material, to transcoding material into the formats and resolutions you need. And because it supports Interplay I Transcode, you can set it to conform your edited sequence to your parked native source material when you're ready for finishing.

Key features

- Ingest files quickly and easily through the drag-and-drop interface
- Park files on ISIS and third-party storage
- Start editing immediately with ISIS—without waiting for the transcode to finish
- Start the ingest process quickly with predefined orchestrations
- Automate clip naming and file storage
- Customize the interface with the Profile Builder
- Work with the latest camera formats using AMA
- Conform sequences with Interplay | Transcode
- Save money by using existing hardware

Media | Index: Find and access media faster—everywhere

Find and access assets everywhere with Media | Index, a media search module for the Media Suite that accelerates and extends file search across multiple Interplay | Production, Interplay | MAM, and iNEWS systems—regardless of where the media is stored. Its optimized, high-performance search engine enables you to find and preview clips and sequences instantly across multiple databases—even across multiple global facilities—and serves as the linchpin of the entire collaborative process.

Get unprecedented media access and reach

Media | Index provides unified search capabilities that seamlessly integrate with your existing Interplay | Production, Interplay | MAM, and iNEWS systems, enabling you to search for, preview, and move assets collaboratively across multiple local and remote databases—no matter where the media is stored. And because the engine leverages open source technology, you'll be able to extend its powerful search capabilities to other Avid and third-party products in the future.

Media | Index *(continued)*

Simplify search and sharing

Media | Index removes the complexities normally associated with remote access, enabling teams to search through and access the same media, collaboratively, whether assets are located in your facility or spread across facilities around the world. With open Elasticsearch technology at its core, Media | Index provides powerful, distributed, real-time search and analytics across your entire global media asset library, giving you better results in less time.
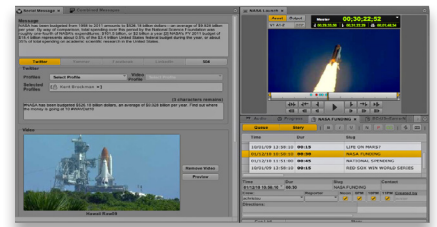
Strengthen your storytelling

With Media | Index, you can instantly preview any local or remote asset that matches your keyword search criteria (using media metadata), enabling you to see and hear how the clip or sequence fits into your story—regardless of its phase in the media asset lifecycle. And because the engine uses full text search and analytics, it can pinpoint the exact clips and sequences you want much more efficiently, so you can find the best content fast.

Key features

- Access local and remote assets from your desktop, laptop, or mobile device
- Find files fast—no matter where they're stored
- Preview and move remote media as if it were housed locally

- Get distributed, real-time search and analytics across your entire global media asset library
- Free up Interplay and iNEWS system resources with indexed search

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Media | Distribute: Shape a total audience experience

Media | Distribute is a core element of the complete Avid story-centric workflow, enabling you to deliver on-air content for viewing on websites, across social media, and through mobile apps. Media | Distribute orchestrates your workflow, saving you time by automating file preparation and transcoding for you in the background. And it provides a single interface within MediaCentral | UX, aggregating your iNEWS, Interplay | Production, and/or Interplay | MAM content to create and deliver stories faster.

Deliver a cohesive, multichannel audience experience

Audiences today are dictating how content is consumed, whether they watch a live TV broadcast, stream on demand, play through a web browser, discover through social channels, or view on a mobile device. Media | Distribute provides a powerful platform to strengthen your brand affinity, build audience share, and increase ad revenues by enabling you to reach and engage audiences across the most relevant platforms more efficiently and effectively.

Add compelling, complementary content

Media | Distribute addresses new media consumption trends, providing a seamless, automated, integrated content distribution workflow, so you can create compelling, complementary content and deliver to multiple platforms quickly.

Future-proof your investments

Media | Distribute leverages your infrastructure investments that have already been made in web, online video, transcoding systems, and social platforms to extend existing workflows and improve operational and organizational efficiency. Designed to support an increasing number of platforms, it accommodates your business needs and market requirements as they change and expand.

Key features

- Extend iNEWS, Interplay | Production workflows , and Interplay | MAM to create, version, and publish content to multiple platforms
- Share assets and stories by automating content sharing between iNEWS and a web CMS
- Develop compelling content for social media that leverages video, pictures, and text

- Publish to any platform quickly through automated transcoding and delivery
- Improve workflow efficiency, as transcodes, uploads, and other complex tasks are handled in the background
- Simplify and control social publishing with review and approval tools and scheduling tools that link social posts to the iNEWS rundown

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For more information, visit **www.avid.com/MediaSuite**