

Using MediaCentral | UX with Interplay | MAM



With the latest version of Interplay® | MAM, you can now access your databases and content using Avid® MediaCentral™ | UX, which also enables access to Interplay | Production and iNEWS® systems. This single web-based interface provides you with a common user experience—across multiple systems and products—whether you use a desktop computer, laptop, or mobile device. You can also continue to use Interplay | MAM Desktop just as you always have.

MediaCentral | UX enables you to retrieve, browse, and catalog Interplay | MAM assets, as well as generate basic sequences (EDLs), from anywhere in the world.

- Get access to rich media content from practically any desktop or device and accelerate all content-related workflows
- Work faster using flexible, role-based layouts, with quick access to the most relevant tasks and functions
- Quickly find content across multiple systems using the powerful yet intuitive search and retrieve features
- Validate search results by providing metadata and playback for video and audio content
- Edit metadata quickly through logging and cataloging features
- Accelerate sequence creation, editing, and delivery, as well as workflow initiation, monitoring, and interaction

System access and collections

Because MediaCentral | UX can be used to access multiple systems (Interplay | MAM, Interplay | Production, and iNEWS) across the MediaCentral Platform, you'll be able to get up to speed and work faster using a common set of tools that all work similarly across the different systems.

The **Launch pane** provides an overview of the connected systems available to you and acts as the entry point to your system. You can select any system and open its folder structure to access its contents in the Assets pane.

For Interplay | MAM, the **Assets pane** enables you to access content using a familiar folder structure to collect objects (such as video and audio clips) and create basic sequences (EDLs). An object in a folder is a reference to content known to Interplay | MAM. The pane retrieves and displays details about an object. Each user can select which details to hide. You can work with objects and folders using drag and drop, copy and paste, or various menu operations.

Each folder has the same individual set of access rights that applies to groups and to the user who owns the folder, as in Interplay | MAM Desktop. Folders created in MediaCentral | UX are private folders that can only be seen by the folder's owner.

Search

The **Search pane** enables you to search and find assets and content across all your systems at once. It offers two search modes—Federated Search and Indexed Search.

Federated Search features a simple-to-use, single query line interface. The search passes your search phrase to the connected systems; in an Interplay | MAM system, this yields the same results as the quick search feature in Interplay | MAM Desktop. If you have no detailed knowledge about the data model, or you want to use a simple search interface, you can use Federated Search to perform a simple search across all metadata elements, regardless of whether they are attributes or strata. It also supports Boolean operators and wildcard searching. In addition, you can specify some additional search criteria to receive a more specific result set.

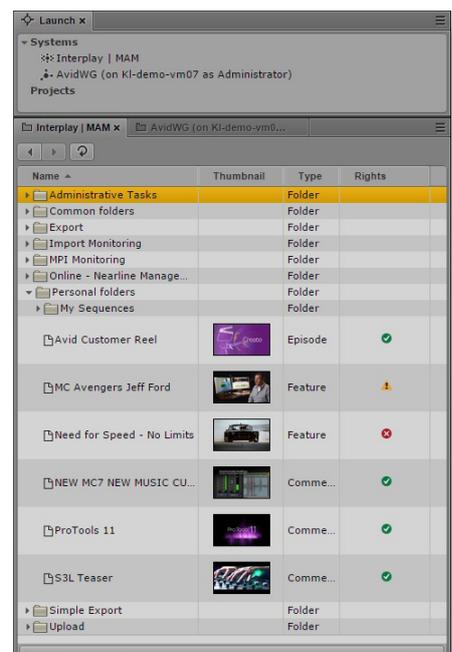
Indexed Search is also simple to use, but as it passes the search phrase to an index common to multiple systems, you can search across multiple connected and remote systems. The search syntax and possibilities are system independent. In addition, you can select from a huge range of criteria that are either common across all, or specific to, individual systems to narrow your search.

The **Hit list** enables you to adjust the result set by adding or removing columns (attributes). Individual hits in Interplay | MAM can be stored to folders to build collections—either personal, public, or related to a project.

Preview

You can preview assets that appear in the Assets pane collections or the hits of the Search pane. Once you do, details about the selected asset appear in different panes, each one providing further access to an aspect of the asset.

The **Media pane** enables you to preview a video or audio clip or a basic sequence. This pane features a navigation bar with zoom,



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multiple playback speeds, and the ability to jump to marked positions, giving you quick access to the most interesting portions of the media. Frame-accurate controls and timecode displays are available to help you position clips exactly, or use the mark-in and mark-out to time clips. You can also insert a selection directly to a basic sequence.

The **Metadata pane** displays descriptive data that applies to the whole asset. The groups and order of information is set according to the definition of the accompanying Interplay | MAM templates and associated with the content genre. Quick page navigation enables you to focus on the most relevant data. Subject to your access rights, you may also perform inline metadata editing in this pane.

The **Logging pane** displays the segments of a selected stratum and the time-based metadata (logs) associated with these segments. This provides a quick overview of the segmentation and the time-coded annotation of the media object. Given the required access rights, you can change the annotation and the segmentation of a stratum. When creating new segments or adjusting the in and out points of a segment, the Media pane player serves as a timecode source.

Editing

You can create simple video or audio sequences (EDLs) in the Assets pane, assigning basic properties such as the title, frame rate, sample rate, and the sequence type. The Media pane has an Output mode for playing back a sequence.

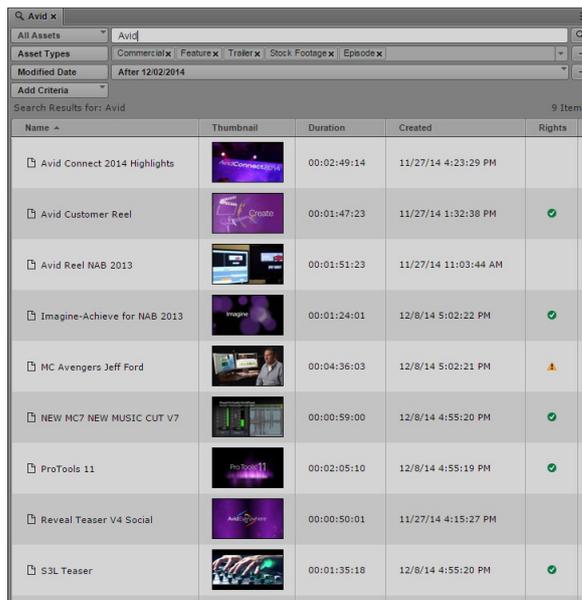
The **Sequence pane** displays the timeline with metadata and a thumbnail for each take of the sequence. The pane enables you to edit shot lists of the basic MAM sequences, easily rearranging, trimming, splitting, and removing takes. New takes from other MAM clips are marked in the Asset Mode view of the Media pane and can be placed on the timeline by dragging them to the desired position or by using the buttons to insert and/or overwrite the selected content to the current position. Once done editing, you can save the sequence back to Interplay | MAM.

Workflows

Workflows in Interplay | MAM are based on a flexible model that includes process flow definition, the process data, user interactions, and automated scripted tasks. You can initiate a workflow (such as delivering a basic sequence created in Interplay | MAM to an Interplay | Production system for further processing) from almost any pane from the “Action” menu. Panes that display a single asset, such as the Media pane, enable you to send the asset with a process from the Pane menu. With panes that allow you to select multiple assets, such as the Assets pane or Search, you can send the selected assets using the context menu.

The **Action menu** displays the processes that are applicable to the selected assets. Once you select a process type, a dialog opens, gathering initial metadata for this process. Then simply confirm your settings in the dialog to create and start the process.

You can monitor your active processes in the **Progress pane** together with any transfer operations initiated in other systems. The information for each process includes the title, number of attachments, the progress, and the status. The pane groups processes by their type. Depending on the design of the process, you may be able to cancel it. Completed jobs remain visible until you manually clear inactive jobs from the list—at the most, for the 24 hours after completion.

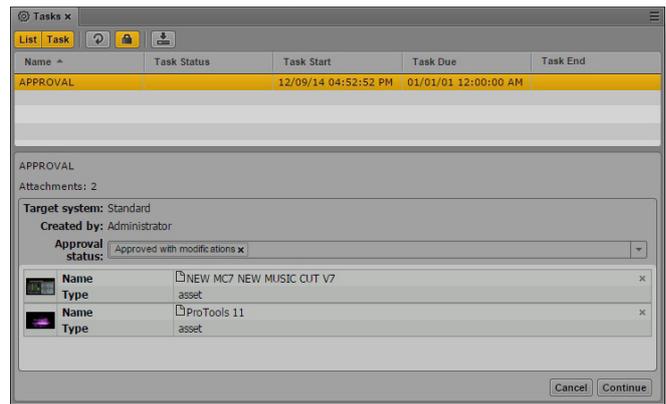


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The **Tasks pane** enables you to interact with processes, such as review and approval. What interactions are available to you can vary based on the design of the processes and your user privileges. A list displays all tasks that allow or require your contribution. You can configure the task types and the attributes displayed in the list, as well as the period in which tasks remain visible after completion. The list refreshes automatically as new tasks appear or tasks are completed.

Selecting a single task provides details and enables you to edit the task. These details include:

- The history of the task and the attachment count
- Process metadata relevant for the task
- Attachments that display a thumbnail, name, and asset type for each
- Buttons for the operations to complete the task



The metadata form configured in Interplay | MAM for each task displays process metadata and enables you to edit or add notes, such as reviewer comments or a reason for an approval or rejection. The input form saves changes automatically, and a locking mechanism prevents conflicting changes in those cases where multiple users can contribute to a task. The attachment list displays all assets assigned to the context of the process. You can open assets from the list to review or reuse them. You can also add assets using drag-and-drop or remove attached assets, depending on the process definition for the task. When the manual work for a task is done, you complete the task by choosing an operation using one of the buttons, such as approving or rejecting content in the case of an approval task.

The Tasks pane also supports additional functions, including batch-completion and delegation. For example, in the task list, you can select multiple tasks. If the tasks are of the same type (i.e., they allow for the same operations), you can complete multiple tasks in a single step using the desired operation from the context menu. You can also delegate tasks to another user or user group. This is also available as a bulk operation in the task list for tasks of the same type.

For more information, visit avid.com/MediaCentralUX

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