MEDIACENTRAL | PANEL FOR ADOBE PREMIERE PRO

Access MediaCentral directly in Premiere

Imagine being able to access your organization's entire media library, share projects, and collaborate with other editors and content contributors from anywhere. You can with MediaCentral®, an open platform ecosystem that connects teams together to accelerate news, sports, and post-production workflows. With the MediaCentral | Panel for Adobe® Premiere® Pro, Adobe editors can collaborate with Avid users—right from within their editing interface.

SIMPLIFY MEDIA AND PRODUCTION MANAGEMENT

MediaCentral integrates directly with 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 Pro. 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 directly to playback and multiplatform delivery.

ENABLE REMOTE COLLABORATION

MediaCentral puts an end to workflow silos, enabling Adobe and Avid users to connect and collaborate in real time—regardless of location. View assignments, update tasks, and track progress. Share Adobe projects and media with MediaCentral users—and vice-versa. Open Media Composer sequences in Adobe Premiere Pro. View rundowns and scripts while you edit. And map metadata between Avid and Adobe projects. Either in Premiere or through an easy-to-use browser 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. Find clips in seconds based on metadata or spoken dialogue. Edit files while the media is being captured. Create templates to jumpstart projects. And publish content quickly to multiple digital platforms. No matter what you do, Premiere Pro on the MediaCentral platform empowers your efficiency like never before.
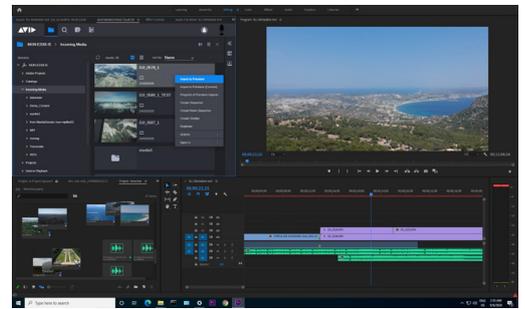
PROTECT YOUR WORK AND WORKFLOW

MediaCentral and Avid NEXIS keep your hard work intact. As you actively edit a project in an Adobe workspace, access to all other team members is locked, though they can view the project in read-only mode in Premiere. And when you import a clip from MediaCentral to an Adobe bin to use in a sequence, MediaCentral flags and reserves the asset, showing others that it's in use while preventing it from being deleted.
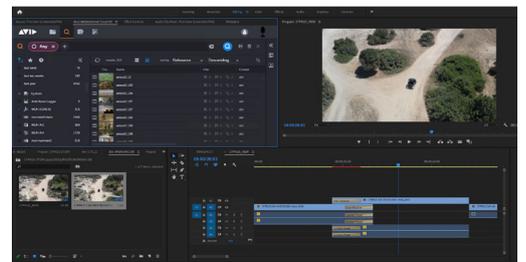
SUPPORTED AVID SOLUTIONS

MediaCentral | Panel for Adobe Premiere Pro integrates with the following Avid solutions:

> MediaCentral
> Avid NEXIS®
> iNEWS®
> Interplay® | MAM
> Interplay | Production

KEY FEATURES

> Browse, search for, access, import, edit, transfer, and publish MediaCentral-managed media right from within Premiere Pro

> Search for and access Adobe and Avid projects, sequences, and media in local and remote MediaCentral databases, regardless of where assets are stored

> Find all clips that contain the spoken words or phrases you seek in seconds with the Phonetic Index option

> View assignments, update tasks, and stay in sync with collaborators across multiple locations

> Preview sequences and clips directly in Premiere without having to import the media first

> Import, open, and edit sequences from MediaCentral right in Premiere Pro—and vice-versa

> Map metadata intelligently from MediaCentral to Premiere Pro, enabling Adobe and Avid users to find and filter clips quickly with the same search results

> Save a new or existing Adobe project as a template to jumpstart different projects quickly, with all of the files and bin structure set up just the way you like

> Edit media as it's being ingested for ultra-fast turnaround with support for "Edit While Capture" workflows

> Edit OP1a and OP-Atom media "in place," eliminating the need to copy or move files

> View MediaCentral-managed rundowns and newsroom scripts while you edit

> Transfer files from Premiere to MediaCentral while rendering them

> Publish finished content directly to social media and other digital platforms with the MediaCentral | Publisher option

FOR MORE INFORMATION, VISIT
avid.com/mediacentral

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