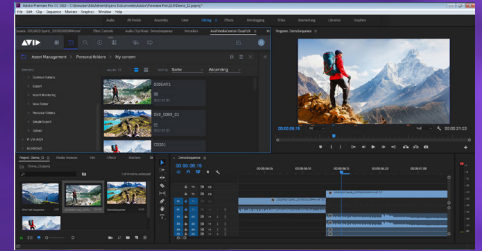# MediaCentral | Panel
for Adobe Premiere Pro CC
Get on the MediaCentral platform using Adobe

Imagine being able to collaborate with editors and other contributors—anytime, anywhere. You can with Avid MediaCentral®, an open ecosystem that unites teams and streamlines workflows, so you can create, manage, protect, and deliver content faster, easier, and more confidently. And now we've extended the platform to Adobe editors. With the MediaCentral | Panel for Adobe Premiere Pro CC, Adobe editors can now connect and collaborate with Avid editors—no matter where you're all located.

COLLABORATE ANYWHERE

Access MediaCentral right from within Premiere Pro CC and connect with the assets and people you need. Working in conjunction with MediaCentral | Cloud UX (the front-end to the platform), the MediaCentral | Panel for Adobe Premiere Pro CC provides a dedicated in-app pane, making it easy to browse, search for, locate, and access clips and sequences across MediaCentral databases for editing—without leaving Premiere. And the built-in chat enables you to communicate with other editors and collaborators across the platform—on premises or remotely.

GAIN MORE FLEXIBILITY

If you have MediaCentral, you can now open your workflow to connect Premiere Pro CC editors into your production environment. Not only do they get the same unprecedented level of access and real-time collaboration power as Avid editors, it provides more tool flexibility to fit your needs and budget. In addition, Premiere editors can access rundowns and scripts for news editing linked to stories.

GET A ROUNDTRIP WORKFLOW

Because the connector links Premiere directly into your MediaCentral ecosystem—as seamlessly as Media Composer®—you gain the same streamlined workflows Avid editors enjoy. Search for assets across local and remote databases. Import media directly into Premiere, including edit-in-place MediaCentral clips and sequences. Orchestrate workflows with MediaCentral | Ingest. And deliver rendered sequences back to any MediaCentral folder.

ACCESS AVID MEDIA

While Premiere Pro doesn't directly support certain types of Avid media, you can easily access these files and collaborate with others who use these formats. Simply convert files to MXF OP1a and simple XML shotlists and you're on your way. You can then deliver finished content to multiple platforms—including to web and social media—with MediaCentral.

SUPPORTED AVID SOLUTIONS

- MediaCentral (including MediaCentral | Asset Management, Production Management, Editorial Management, Ingest, Publish, and Distribute)
- Avid NEXIS®
- iNEWS®
- Interplay® | MAM
- Interplay | Production
- Media | Director
- Media | Distribute
- Media | Index

KEY FEATURES

- Access MediaCentral right from within Premiere Pro CC
- Search for media in MediaCentral databases
- Browse and navigate through database hierarchies to find what you need
- Import and edit MediaCentral clips and sequences in Premiere
- View rundowns and scripts while you edit
- Communicate with other MediaCentral users through built-in chat
- View, add, and modify clip metadata
- Work with master clips in Premiere-supported formats
- Use simple sequences in Premiere for in-place editing
- Export rendered sequences back to MediaCentral
- Access non-supported Avid media in Premiere with automatic MXF OP1a rewrapping
- Preview MediaCentral-managed assets directly in Premiere without having to import media
- Import new clips into Premiere while rendering your Adobe project using Fast Track mode
- Import media and enable "Edit While Capture" capabilities in MediaCentral while clips are still rendering in Premiere

FOR MORE INFORMATION, VISIT
avid.com/mediacentral