

# MEDIACENTRAL

The industry's most comprehensive media workflow platform

Whether you're a team of two, an organization of thousands, or anything in between, MediaCentral® accelerates your media workflow for the fastest content turnaround. As a unified platform that offers a customizable suite of creative tools and media management, it enables news, sports, and post-production teams to create and collaborate from anywhere, using any device. With MediaCentral, you can streamline your entire operation, giving dispersed teams the agility to create better content faster, deliver to more outlets and devices, and maximize the value of your media.

## ACCELERATE YOUR MEDIA WORKFLOW

MediaCentral gives creative teams the capabilities and confidence to deliver more content in shorter timeframes. It provides the most comprehensive and flexible end-to-end media production workflow—from story planning and execution, to final delivery—with tightly integrated media ingest, storage, task management, video editing, asset management, graphics, playout, and multiplatform distribution. All from a single vendor. With the openness to integrate other tools and systems.

## ENABLE REMOTE COLLABORATION

MediaCentral makes it easy to connect geographically dispersed teams to communicate and collaborate more effectively. With full access to Avid and Adobe® projects and media available through a common graphical web interface, journalists, editors, producers, loggers, assistants, and other creative contributors can access tasks, assignments, projects, and media from anywhere, enabling you to create better stories and complete projects faster, together.

## CUSTOMIZE A SOLUTION FOR YOUR NEEDS

MediaCentral can be as simple or as sophisticated as you need it to be. With its modular approach, you can start with the core platform, then add the apps and services you need—from ingesting and logging media, to managing rundowns, adding graphics, publishing content, and integrating social media and third-party solutions. Plus, with new subscription offerings, MediaCentral offers the flexibility to configure the ideal workflow and media management solution for your needs now and as your needs change.

## GET RELIABLE WORKFLOW AND MEDIA MANAGEMENT

For over 25 years, more media enterprises have relied on Avid media management than any other solution. MediaCentral leverages the same proven and reliable workflow technology, optimizing it for today's high-volume, fast-turnaround content demands and dispersed teams and site locations. Teams get the media access, creative efficiency, and insight they need to collaborate effectively, while organizations get the 24/7 peace of mind Avid solutions bring to their operation.



## KEY FEATURES

- › Accelerate news, sports, and post-production workflows with a scalable platform that simplifies complexity
- › Tailor the interface for any production role in your organization, providing only the tools needed to do the work
- › Enable remote collaboration across multiple sites with the ability to plan stories, assign tasks, create and edit content, track progress, and make updates from anywhere, using any device
- › Customize the platform with the capabilities you need—from ingest, logging, editing, and remote reporting, to graphics integration, content distribution, and archive
- › Save time and minimize mistakes and stress with automated workflows for media ingest, archiving, and more
- › Log assets with more meaningful details with the customizable Log app
- › Find the media you need fast with intelligent search and Phonetic Index
- › Bridge teams, tools, and media together with a platform that offers connections with Avid and third-party applications, systems, and services, including NRCS
- › Drag and drop Maestro graphics directly into stories, as well as assign content for studio wall display, with seamless Maestro™ integration
- › Break stories first across multiple digital platforms and monetize content with MediaCentral® | Publisher
- › Leverage AI, speech-to-text, and machine learning capabilities when using MediaCentral with Microsoft Azure

FOR MORE INFORMATION, VISIT  
[avid.com/mediacentral](https://avid.com/mediacentral)



# MEDIACENTRAL—The industry’s most comprehensive media workflow platform

## SIMPLIFY DEPLOYMENT AND MANAGEMENT

MediaCentral lets you set up your platform however you want and transition it as your needs and business evolve. You can deploy MediaCentral on premises in your facility, in a private data center, in a public cloud, or with a hybrid model—the choice is yours. User management is easy too. Switch modules on and off, stage software updates, and designate user roles and permissions for every element across your platform using a simple web interface.

## GAIN FINANCIAL FLEXIBILITY WITH A SUBSCRIPTION

MediaCentral can now be accessed through monthly or yearly subscriptions, enabling your organization to move to a more optimal OpEx model and pay for only what you need. This makes it easy to adapt quickly to changing production requirements and optimize spend for each component based on its usage, which can be changed as needed during your subscription.

## MEDIACENTRAL FOR NEWS

Whether you’re a local news bureau, regional broadcaster, or global news network, the ability to deliver stories quickly across multiple platforms is critical. Creating compelling content that engages audiences—even more so. MediaCentral gives news teams the media access, workflow integration, and remote collaboration to deliver breaking news as it happens. From information gathering and story planning to capturing and editing video, integrating graphics, delivering stories remotely, and publishing content to social media and other digital outlets, MediaCentral provides the most comprehensive end-to-end solution for news production. Work collaboratively across multiple sites and integrate with third-party NRCS and automation systems, so teams can break stories first across every audience channel, from anywhere, using any device.

## MEDIACENTRAL FOR SPORTS

Live sports events drive the highest engagement among viewers. Being able to deliver in-game and post-game highlights to fans across multiple platforms is increasingly important to satisfy insatiable viewer appetites. MediaCentral enables teams to aggregate and log incoming live game feeds while incorporating multiple sports data feeds, leveraging team rosters, players, and historical data. Sports producers can create custom logging templates, quickly mark timecode-based metadata, and create highlights almost instantly based on filtering logged data. Then add compelling graphics

and publish content across multiple properties during and immediately following the game—for any sport. When used with FastServe® video servers, Avid NEXIS® storage, and Maestro graphics, teams have everything they need to produce captivating game productions and highlights for sporting events of any size.

## MEDIACENTRAL FOR POST PRODUCTION

When you’re a large post facility with multiple productions spread across diverse and distributed teams, your production teams need a shared infrastructure and a collaborative toolset to manage and deliver their projects on time and on budget. MediaCentral streamlines the entire post-production process, providing the remote collaboration, media management, and workflow integration needed to prep, complete, and deliver projects on the tightest deadlines. With MediaCentral® | Production Management—or Avid Editorial Management for small post teams of 2–25—plus seamless intergration with Media Composer®, Adobe® Premiere® Pro, and Avid NEXIS storage, you gain a centralized workflow that delivers the collaborative efficiency and security needed to accelerate any movie, TV, or video production.

## SPECIFICATIONS

### MEDIACENTRAL SERVER HARDWARE

MediaCentral can be installed on standard HP and Dell server configurations; for detailed system requirements, visit [avid.com/mediacentral](http://avid.com/mediacentral)

### MEDIACENTRAL OPTIONS

Add workflow modules, apps, services, Media Composer and Adobe Premiere Pro editorial panels, and third-party connectors to expand your capabilities and extend workflows. Visit [avid.com/configure-mediacentral](http://avid.com/configure-mediacentral) for details.

### MEDIACENTRAL INTERFACES

- > MediaCentral | Cloud UX web interface—supports Chrome web browsers on Windows and macOS
- > MediaCentral | Cloud UX for iOS app
- > MediaCentral | Cloud UX for Android app

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