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 power to create and deliver more content in shorter timeframes. It provides the most comprehensive and flexible end-to-end media production workflow—with tightly integrated ingest, storage, video editing, asset management, graphics, playout, and multiplatform distribution—all from a single vendor. You get the same high performance and reliability, no matter the size or locations of your production teams.

ENABLE REMOTE COLLABORATION

MediaCentral makes it easy to connect geographically dispersed teams to communicate and collaborate more effectively. With full access to media available through a common graphical web interface, journalists, editors, producers, loggers, assistants, and other creative contributors can access tasks, 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. MediaCentral offers the flexibility to configure the perfect content workflow and media management solution for your needs now and in the future.

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

› Create and contribute from anywhere, using any device, through a simple web or mobile interface

› Tailor the interface for any production role in your organization, providing only the tools needed to do the work

› Enable remote collaboration across teams and multiple sites

› Customize the platform with the capabilities you need—from ingest, logging, editing, and management, 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

› 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

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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.

MEDIACENTRAL FOR NEWS

Whether you're a local news bureau, regional broadcaster, or global news network, the ability to deliver stories quickly and efficiently 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 that leverages powerful search capabilities, to story creation, graphics integration, social media workflows, video editing, and content distribution, MediaCentral provides the most comprehensive end-to-end solution for news production, enabling teams to 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 MediaCentral | Editorial Management for small post teams of 2–25—plus seamless Media Composer and Avid NEXIS storage integration, 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; consult the *MediaCentral Platform Services Hardware Guide* for details.

MEDIACENTRAL OPTIONS

Add workflow modules, apps, services, editorial panels, and third-party connectors to expand your capabilities and extend workflows. Visit avid.com/mediacentralBYO for details.

MEDIACENTRAL | CLOUD UX 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

SUPPORTED LANGUAGES

English

SUPPORTED LANGUAGES FOR MEDIACENTRAL | PHONETIC INDEX

Arabic (Modern Standard)	Italian
Chinese (Cantonese, Mandarin)	Japanese
Danish	Korean
Dutch	Polish
English (Australian, North American, UK, International)	Portuguese (Brazilian)
Farsi	Russian
Flemish	Spanish (Castilian, Latin American)
French (Canadian, European)	Swedish
German	Tagalog
Hebrew	Thai
Hindi	Turkish
Indonesian	

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