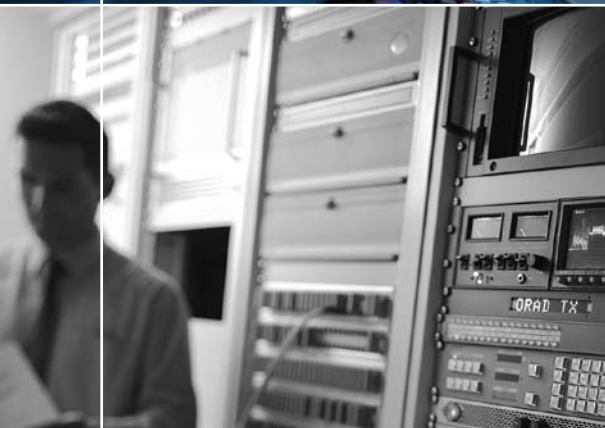




Avid broadcast solutions: complete coverage

Nonlinear editing. Real-time shared media. VTR replacement. Integrated asset management. Tapeless acquisition. These are no longer revolutionary in the broadcast industry; they are essential. The technology partners broadcasters choose today will affect their businesses for years to come. With so much at stake, a clear choice has emerged: every day, more news is produced using all-digital, end-to-end broadcast solutions from Avid than from all its competitors combined.



“The Avid Unity system has allowed our 18 edit suites to access the same media simultaneously. I can’t describe the advantage that gives us over searching for tapes, particularly here, where we handle so much important news all the time.”

Efi Dilmoni, vice president of engineering and technology, Channel 10 in Tel Aviv, Israel

In the face of today’s competitive, budget, and deadline pressures, broadcasters don’t have the time or resources to fill the holes in their production workflow. Digital systems must be integrated with legacy systems and software. Different vendor’s products must interoperate with one another. And the most important resource in the facility—the people—must be able to make the transition to digital production smoothly.

Best-of-breed professional tools

Broadcasters and their staffs can’t afford substandard systems and software at any point of the operation. Best-of-breed quality, productivity, ease-of-use, and performance define the proven Avid production toolset—from ingest to playout, editing to encoding.

Desktop productivity

Without real-time shared storage and intuitive asset management tools, editors can spend as much as 40% of their time simply looking for footage. Integrated asset management tools from Avid give journalists, editors, and producers the ability to locate and access media quickly—ensuring maximum productivity at every desktop.

Facility fit

Open technology is essential to integrating new solutions with existing broadcast devices and production systems. Avid is committed to eliminating barriers to interoperability through industry standards, device protocols, and partner relationships.

Service and support

Pre-installation planning, expert training, on-air assistance, and ongoing support by Avid broadcast industry experts minimizes disruptions, resolves unforeseen issues, and builds skills and confidence quickly.

Avid production solutions at a glance

The completeness of an Avid solution ensures that no gaps are left in the process, no makeshift integrations consume the facility, and that the benefits of a nonlinear workflow will inspire your staff and accrue to your bottom line.

I/O

Through simple desktop applications or VTR-like front panel controls, **Avid AirSpeed**® video servers record high-resolution material directly into the **Avid Unity**™ shared storage system. Connected **NewsCutter**® systems can begin editing even while the media is still recording. Incoming material can also be logged with **Avid Interplay**® **Assist**, with the ability to add locators and descriptive metadata.

The **Avid DNxchange**™ device accepts HD-SDI footage and creates high-quality, high-efficiency Avid DNxHD™ footage. Avid AirSpeed ingests the Avid DNxHD material directly into the Avid Unity shared storage system*. When a finished story is ready for air, Avid DNxHD-encoded files are converted to their original HD bandwidth and the signal is transmitted for viewing on high-definition televisions.

Event list payout from the Avid AirSpeed video server can be controlled by third-party automation systems, or triggered over the network by **iNEWS Command** software.

Logging

Avid's simple yet powerful **Assist** logging and rough cut editing tool lets your staff review and log footage without having to be trained on craft editing applications. It supports proxy workflows, allowing work on low-res versions of clips that take up much less storage space than high-quality SD or HD production media.

News editing

Both **NewsCutter Nitris**® **DX** editing systems and **NewsCutter** software and desktops offer HD editing in a range of resolutions and formats, and support standard DV and SD material. **NewsCutter** systems can mix DV25, DV50, MPEG IMX, and HD on the same timeline, and they support P2, XDCAM, and Ikegami tapeless formats. Editors can use Interplay to search all assets in shared storage, and they can open **iNEWS**® or **ENPS** scripts using the system's **NRCS** (newsroom computer system) tool to edit pictures to words.

Media asset management

All media entering the Avid Unity media network is checked in by **Avid Interplay**, making it available instantly for searching, logging, browsing, and editing. **Avid Interplay Transfer** provides faster-than-real-time transfers to production devices, asset availability to third-party systems, and the capability for remote workgroups to share media over any distance.

Archive

Avid Interplay Archive provides intuitive archive and restore capabilities and easy-to-use search and retrieval tools. Intelligent tracking of archived material allows editors to work with low-resolution proxies of archived media, restoring just the parts needed and doing it all within the editing interface.

The highly scalable, self-balancing, distributed architecture of the **Avid Unity ISIS**™ system offers practically unlimited potential for growth: when you add capacity, you also add intelligent processing power.



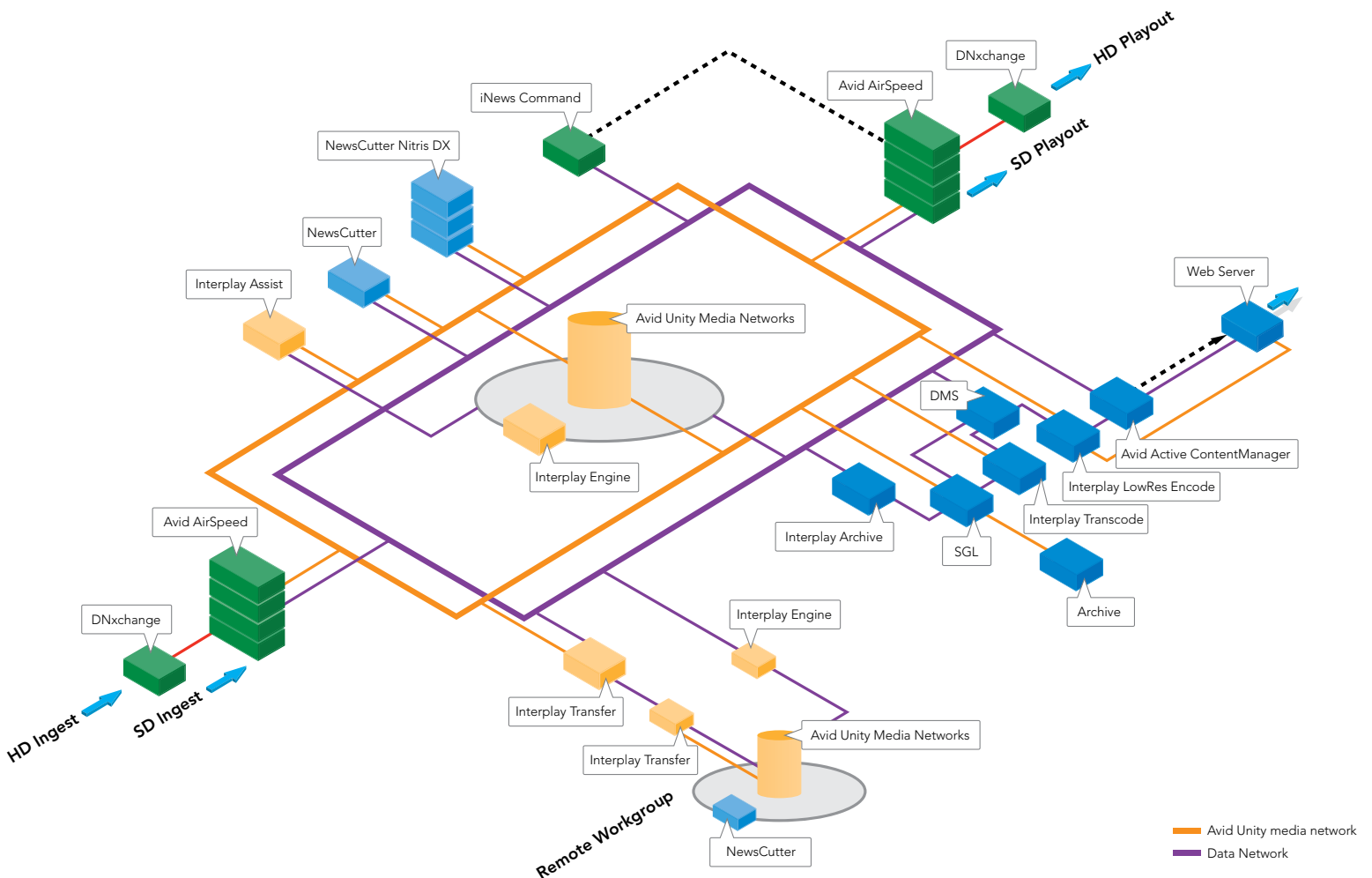
Newsroom integration

With the NewsCutter NRCS tool, the story opens up directly inside the application, so the editor can time the video to the words in the script—even before the reporter provides a voice track or before final footage is available—whether it's an Avid iNEWS script or another supported NRCS.

No matter the order in which finished stories and packages are completed, the editor can send the final sequence out to playout. The iNEWS rundown is continually updated with playout automation systems such as Avid iNEWS ControlAir™, so the newscast runs on time, in order.

Web and IP delivery

Compelling Web content—including text, video, still images, audio, and headframes—can be efficiently created in parallel with the video newscast with the **Avid Active™ ContentManager** system. This template- and rule-based framework lets journalists automatically send an entire iNEWS story to Active ContentManager and publish it directly to the Web using the station's existing page design. Now, making news available to online audiences can be done for a fraction of the cost of traditional Web production.





When it comes to getting a story on the air, now means now. Footage is still being captured—and playout is already underway. No one can remember the title of the b-roll, but the clip can be located quickly by searching other attributes. The reporter hasn't recorded the voiceover yet? Bring the script right into the editing workstation and start cutting. This is the power of a digital nonlinear workflow. This is an Avid broadcast solution at work.

Avid develops complete, end-to-end production solutions built around proven, best-of-breed products and nearly 20 years of applying computer science to media production. Unmatched interoperability between systems—as well as with almost 300 non-Avid products—ensures the smoothest implementation possible and protects your investment in legacy systems.

From newsroom to edit room, network to affiliate, desktop to desktop, only Avid can offer no-compromise, total broadcast solutions.

“After evaluating other options, we felt that Avid was the right choice for carrying the Meredith station group into the digital age of broadcast news production. We have been pleased with the success of Avid Unity. Plus, the openness and scalability of Avid systems will allow us to integrate our new state-of-the-art newsrooms with critical third-party products.”

Joe Snelson, vice president and director of engineering for the Meredith Broadcast Group

Avid Total Services

Comprehensive and customizable

Training Services

Avid offers personalized training 24/7 worldwide. From the basics of digital video editing to advanced instruction in administering, configuring, and troubleshooting, award-winning Avid Training Services combine the best of classroom and self-paced learning. Training is conveniently available at your site, at Avid headquarters, in Avid Authorized Education Centers around the globe, or even in your own home.

Support Services

Avid tailors support to your systems, needs, and budget. From planning and implementation through ongoing maintenance, Avid experts stand ready to build and test your uniquely integrated systems offsite before shipping, come to your site to facilitate new technology integration, or monitor and troubleshoot your entire operation remotely.

Consulting Services

Avid experts are eager to share their industry-leading expertise with you. Vision, digital know-how, and knowledge of best practices ease the planning, integration, and operation of your systems. Let Avid shoulder the responsibility of keeping your technology current and ensuring maximum return on your investment.

Learn more about Avid solutions for:

Newsroom. Avid solutions deliver comprehensive newsroom functions: wire ingest; assignments; rundowns and show timings; research and scripting; and rundown playout. Web accessibility brings the newsroom to the reporter in the field, and innovative tools address the expanding role of journalists as broadcasters move from tape-based to digital nonlinear workflows.

Workgroups. Avid workgroup solutions combine high-capacity Avid Unity shared media networks and revolutionary Avid Interplay media management and workflow automation tools in a facility-wide collaborative environment. Editors, producers, designers, animators, writers, assistants—even finance and legal departments—can all work together, with instant access not just to Avid media but also to any other file type in the system.

On-air graphics. The family of Avid Deko® graphics systems, Avid DekoCast™ channel branding systems, and Avid Thunder® live production servers delivers powerful visuals—real-time live graphics, compelling promos, complete station identities, and more—without diminishing commercial revenue. Avid on-air graphics solutions integrate the entire process, from design to delivery.

Broadcast Automation. Automation and Distribution solutions from Sundance Digital®, a part of Avid, deliver powerful, easy-to-use software to manage broadcast master control operations. The system scales from single channel entry level systems to large configurations with high channel counts. Companion applications handle ingest, recording and file transfer. Redundancy, archiving and expansion options can combine to build out any configuration. Sundance Digital's automation and distribution solutions deliver reliability and flexibility at an affordable price.

To learn more, visit www.avid.com/broadcast or contact your local Avid office.

Corporate Headquarters
800 949 AVID (2843)

Asian Headquarters
+ 65 6476 7666

European Headquarters
+ 44 1753 655999

To find your local Avid office,
visit www.avid.com/contact

