

Interplay Production Works For Everyone

Empowering Your Team

Producers, assistants, journalists and others can contribute early on in production by using Interplay Assist to log, annotate, and select video. Now, they never have to leave their laptops or desktops to access media assets, saving time and speeding the workflow for both editors and the editorial process.

With a 1Mbps VPN connection to the lightweight Interplay Access software client, your remote team has the ability to sub-clip, shot list, and transfer media from anywhere.

Editors: Put all assets, formats, and logged footage into your editing workspace.

Assistants: Make quick work of raw footage with dedicated logging tools.

Journalists: Master story and deadline control with all-in-one scripting, timing, audio, and video journalist tools.

Producers: Orchestrate assets, selections, and reviews from anywhere.

Aiding Administrators and Engineers

Interplay Production helps every contributor prepare for any production scenario. Its open platform with extensive third party support allows it to integrate with the systems you choose—tracking and managing nearly any file type. Providing access to additional media, metadata, and services, the Interplay Web Services API allows you to integrate with any device or application your engineers need to support.

In addition to performing automated tasks, built-in administrative tools and optional services aid in managing bandwidth, network load, and performance. Interplay Production's robust management toolset not only helps optimize pre-production processes, but continually monitors your system's health and status.

Administrators: Lower administrative strain with centralized management and standardized tools.

Engineers: Use the tools you want with Interplay's openness and scalability.

Inspiring Business Managers

Interplay Production's high-speed, affordable configurations make faster throughput a reality. Assistants and loggers can heighten their desktop productivity, feeding high-quality logged material to editors without tying up expensive editing suites. Standard-issue laptops and desktops can connect over a wide area network, work from the field, and help both your in-house team and your partner facilities better allocate resources.

Bottom line: With affordable user systems, scalable workflows, and your existing network, Interplay Production can help you complete more stories and projects in less time, reduce costs, and increase capacity, giving you an unprecedented ability to explore new business opportunities.

Business Managers: Deliver more high-quality content more efficiently.



Gain Global Access with Remote Workflows

Interplay Production's optional WAN Browse capabilities let you log in to one or multiple Interplay Production systems from your laptop anywhere in the world. A standard Mac or PC laptop can offer remote access to Interplay Production systems with real-time proxy versions of high-resolution media in the editing suites. The ability to dynamically relink low-res with high-resolution media means that all versions of a given clip or sequence are transparently updated in concert.

Speed Review and Approval

Interplay Production allows producers to review and annotate footage being shot and cut at a post production facility. This means they no longer have to come to an edit suite to review the material or have the facility prepare separate QuickTime previews. Instead, the actual working proxy resolution files can be saved as H.264 media in Interplay and streamed out to the producer's Mac or PC laptop.

Share Breaking News Stories

Many distributed news organizations around the world use Interplay WAN Browse to bring new levels of collaboration and efficiency to their news gathering, including some of the best known names in North America, Europe, and Asia.

Accelerate Media Production

Interplay Production represents a quantum advance in the way content is searched, assembled, and managed under tight deadlines. It lets you search once across multiple Interplay Production sites, browse, play selected clips, create rough cut edits, and drive automated transfers between those sites. Bottom line: it lets you make the most of your media by doing in minutes what once took hours.



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

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Avid Interplay Production Do in Minutes What Once Took Hours

Interplay® Production is transforming how broadcast and post production facilities work worldwide. Enhancing productivity and collaboration in every step of the workflow, it can grow as you grow, enabling you to make the most of your media, both today and in the future. Accelerating the entire process, Interplay Production provides flexible desktop tools that accommodate every type of user, run automated background services for routine tasks, and offer search capabilities that consistently save time in finding the right media. Find out why over 900 broadcast and post production sites use this system to increase efficiency, speed throughput, and get the flexibility they need to target new revenue opportunities.

Get a Game-Changing Technology

Interplay Production lets your contributors review materials and add value from anywhere in the world with:

- Customized desktop applications for every user
- Automated services to perform routine background functions
- Intuitive search interfaces for immediate media access

Interplay Production can be expanded from 5 to 330 users in a single workgroup, and multiple workgroups can be clustered and searched in one operation. As part of Avid's Integrated Media Enterprise architecture, it can also interface directly with our enterprise media asset management (Interplay MAM), content-centric newsroom (iNEWS[®]) products, and a wide range of third party solutions, giving you a virtually limitless growth path.

Take the Lead in HD Production Asset Management

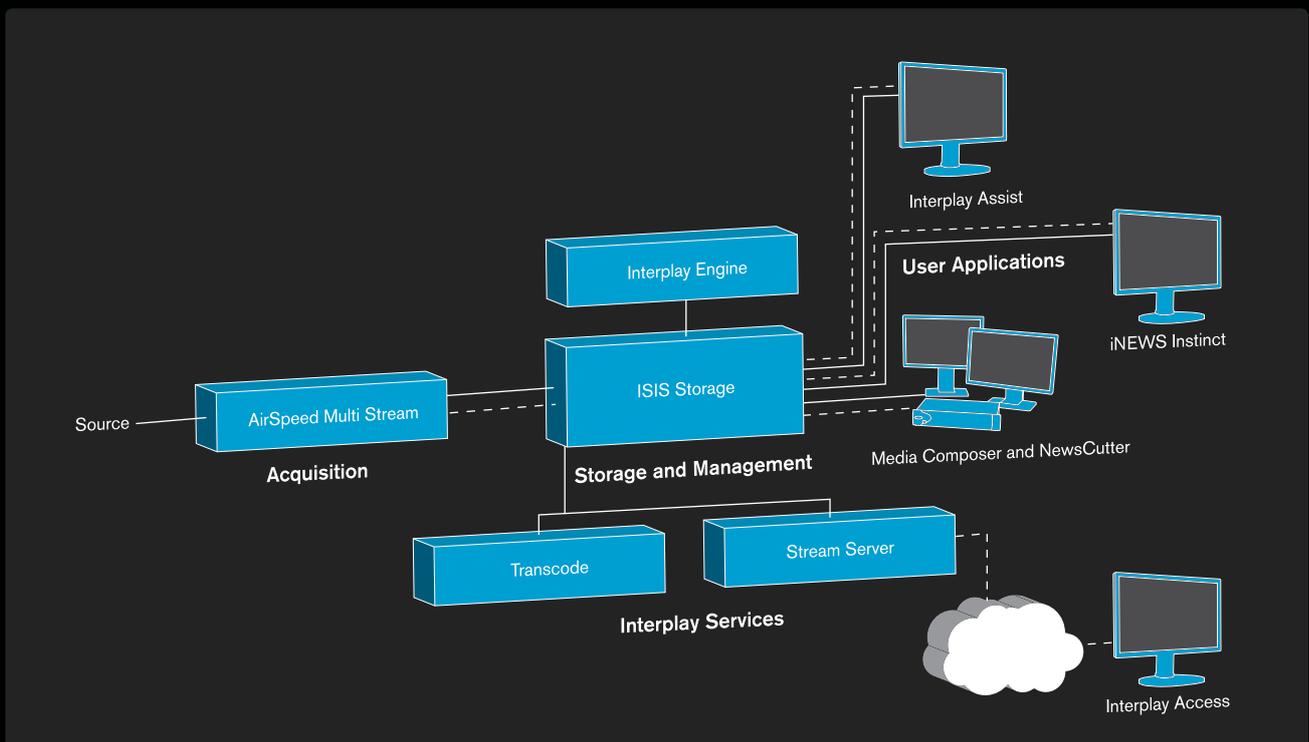
Interplay Production provides intuitive multi-resolution workflow, multi-task automation, and process-aware asset management of relevant material, from video and audio assets to graphics files. It lets you:

- Track asset usage across multiple projects
- Use native end-to-end HD workflows for Sony XDCAM, Panasonic AVC-Intra, and Avid DNxHD[®] formats
- Shift seamlessly between HD, SD, and proxy versions of your media
- Natively support SD formats with dynamic relink capabilities

A range of third party ingest products can be easily coupled with this industry-leading solution. Smooth workflows for Apple's Final Cut Pro let you handle mixed editing environments. Interplay Production supports close integration with systems and software from leading vendors such as Omneon, EVS, Grass Valley, Harris, Telestream, SGL, Front Porch Digital, and Masstech, among others. Its powerful Web Services toolset gives you peerless integration of a wide range of systems, formats, and technologies.

Capitalize on New Opportunities

Interplay Production lets you leverage all your resources, keep all your contributors connected, and deliver media in any format. Shortening review and decision cycles, it allows everyone to browse, log, annotate, or shot-list anywhere, anytime. This innovative solution not only lets you connect asset libraries and intelligent media services, but provides a coordinated WAN workflow that serves as a rock-solid backbone for content creators worldwide.



Get the Most Powerful Production Tools Anywhere



Client Applications

Power Logging and Shot-listing > Interplay Assist

Provides features for high-volume logging, rough cutting, and shot-listing workflows

Anytime, Anywhere WAN Client > Interplay Access

Affords remote and in-house contributors search, review, subclip, and decision tools

Journalist Production > iNEWS® Instinct®

Brings media assets, video, script, rundowns, and audio together at the reporter's desktop

Post and Broadcast Editing > Media Composer®, NewsCutter®, Symphony™, and Avid DS software

Offers seamless interaction with all Interplay Production assets and functions without leaving the editor

System Options

Instant or Scheduled Captures > Interplay Capture

Controls media ingest from multiple devices, including high- and low-res simultaneously

WAN Browse Provider > Interplay Stream Server

Streams proxy media on demand to users across the WAN

Intelligent Media Transfers > Interplay Transfer

Sends media to devices and workgroups in the background, letting editors edit (or servers begin broadcasting) as it's in transit

Streamlined Archive and Restore > Interplay Archive™

Unifies archived asset search, retrieval, and browsing in an Interplay client interface—supports a wide range of third party storage options including NAS, SAN, and tape library vendors

Ingest with real-time proxy generation > AirSpeed® Multi Stream

Generates H.264 proxies and high-res capture simultaneously, reducing bandwidth and speeding network response



Media Services

New Resolutions, Same Asset > Interplay Transcode

Creates the right resolution for any footage needed, even from unflattened sequences, and tracks all resolutions as a common asset

Custom-Selectable Delivery > Interplay Delivery

Uses subclip and shot list information to auto-determine full and partial transfers at selected resolutions

Fast File Copy > Interplay Copy

Lets users trigger onetime or continuous high-speed replication of bulk files or entire folder structures across the LAN

Simple Media Migration > Interplay Move

Works with Avid ISIS® storage to move files, folders, or entire folder structures quickly between workspaces with a single command

Third Party Support

Open Platform > The Interplay Web Services API

Enables new features and extends Interplay Production's open platform to business applications, archive, and media utilities

Smart Media Interchange > Interplay Transfer APIs

Intelligently optimizes media exchange between Interplay Production sites, as well as to and from third party servers and applications

Apple Tools Integration > Final Cut Pro Workflows

Interplay Production provides a number of straightforward, powerful workflows for handling media and sequences from Apple Final Cut Pro

Tiered Capabilities > Third Party Storage

While Interplay Production is optimized to work with ISIS 7000 and new ISIS 5000 low-cost shared storage, it also offers key integration points for third party SAN and NAS systems