Leveraging the Cloud to Share Resources

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Avid MediaCentral Platform

- MediaCentral Applications
- MediaCentral Modules
- MediaCentral Services

- Creative Tools
- Integrated Solutions
- Marketplace

Hosting Options:
- Traditional IT On Prem
- Private Cloud
- Public Cloud
MediaCentral | Shared Library

- How to facilitate content re-usability
  - Within a facility
  - Within an entire organization
    - Local or remote

- How to scale from one site to hundreds
- How to continuously enrich assets when they are not online anymore
- How to use the power of the cloud to make things faster
Shared Library
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• Centralized search
  • Centrally Register all relevant assets from all Sites
    - Search for Media
    - Search for Stories
    - Context Aware: rundown, site, type
  • Centralized AI services for “dupe Detection”
    - Phonetic finger printing
    - Video finger printing
  • Centralized Re-usable content based on “smart” rules
    - Usage pattern
    - Aging
    - Status (on Air, to be Archived...)
• Centralized content primed for Web Delivery, CMS, OTT, Social

*not in 2018
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- **MediaCentral | Shared library**
  - Centralized Assets
    - With media
    - Referencing media
  - Stores:
    - OP1a files
    - AAF backup
    - Graphic, Rundowns, Scripts and more
  - Tiered Storage Management
  - LTO libraries via 3rd party HSM

- Transcode at the source or in cloud
- Orchestration, scripting
- Partial transfers
- Manual or automated triggers
- Proxy Generation
- AI index capabilities
- Duplication detection*
- Publish to web directly from SL

*not in 2018
Next Generation Search and Avid Ai
Search...

- Simple, yet powerful
- Fast, yet scalable
- Smart
- To the point
- Filterable
- Dedicated
- Generic
Alexa, Buy me something from Whole Foods

Sure Jeff, Buying Whole Foods
Search...

- New Search Engine
  - Massively scalable
  - Extremely fast
  - On Prem, Cloud, Hybrid

- Metadata
- Phonetic
- AI

- UX design with end users in mind
Search... Phonetic

- 20+ languages supported
- 40 times faster than Realtime indexing per CPU core
- Amazing
Search... Phonetic

• Timeline display per words
• Proximity search
• Confidence for each hits
• Filter results
• Export results as .CSV
Search... AI

• Avid AI
  • Uses powerful AI services to index Content
  • Search AI created metadata
    - Facial recognition
    - Optical Character Recognition (OCR)
    - Speech to text
  • Extensible with Many third party providers
Phonetic Technology applications: illuminate
Phonetic Technology applications: illuminate

- Identified spoken language
- Apply Test:
  - Check Cation for language
  - Check Caption for timing vs spoken Audio
  - More…
- Output:
  - Cloud UX Quality App reports overview
  - Cloud UX Quality App and Desktop App: Spot check
  - Fix timing issues