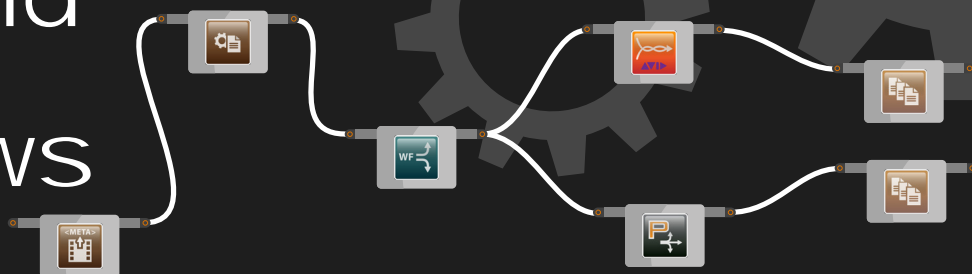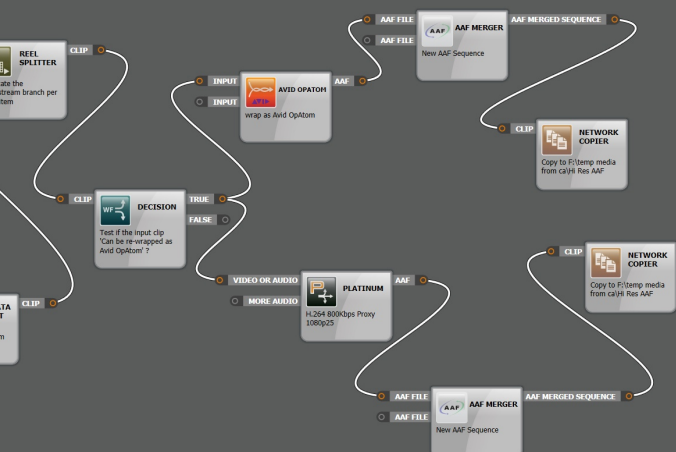# Automating Avid Ingest and Delivery Workflows

ContentAgent's automated and scalable camera card ingest workflows are essential to any Avid ecosystem.

Whether ingesting content into a Media Composer or into MediaCentral | Production Management environment, ContentAgent's powerful and flexible toolset is guaranteed to save time, money and resources. The simple and intuitive CardAgent user interface allows multiple non-technical operators to submit media for parallel processing, leaving editors and creatives free to do what they do best.
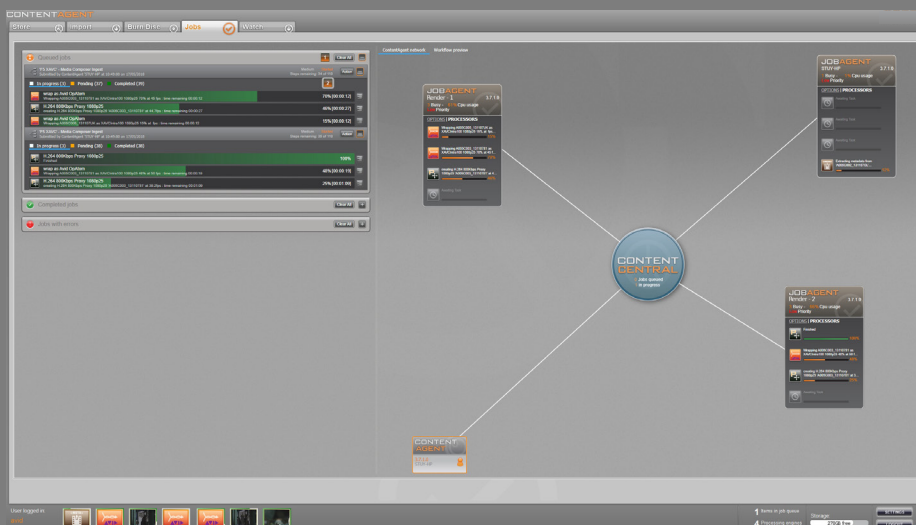
Once editing is complete, editors can initiate automation of their deliverables from within Media Composer (or MediaCentral | Production Management). ContentAgent will read the sequence and transcode (or re-wrap) multiple deliverables as a background process again freeing up the editor to focus on storytelling rather than technical tasks.

Standalone / Shared Storage Ingest

SAN

SAN

- Build custom workflows within the ContentAgent graphical workflow designer.
- Create Avid compliant Op-Atom MXF media including DNxHD, DNxHR, XDCAM HD, XAVC, AVC-I, DVCPRO-HD, H.264, JFIF, IMX, DV etc.
- Use metadata to relink high resolution and low resolution media for traditional /offline and online workflows (including AMA linking).
- Transcode or rewrap clips in parallel directly to Avid or third party shared storage.
- Automatically back up and verify (via MD5 checksum) source.
- Ingest audio only clips.

- Handle a wide range of camera card formats Panasonic P2, Sony XDCAM/XAVC, Canon XF/EOS/DSLR, AVCHD, GoPro etc.
- Automatically stitch clips together if desired.
- Create Media Composer cuts only Sequence.
- Create Sequences with black filler in between clips to maintain sync for multicam editing.
- Process media across multiple PC computers to meet demand with scalable render engines called JobAgent.
- Get consistent output, whatever the source format, with source-agnostic image scaling and motion compensated frame rate conversion.

- View, select, trim, log and manage clips before easily submitting to a custom workflow with easy-to-use CardAgent software interface.
- Camera card watchfolders are also supported for automated ingest.
- Add custom metadata to clips / camera cards.
- Assign automated decisions within workflows to remove human error.
- Create burn in timecode, logos/graphics and custom metadata.
- Automatically create and update the Media Composer PMR database files (in a non-Interplay) environment for instantly accessible media.
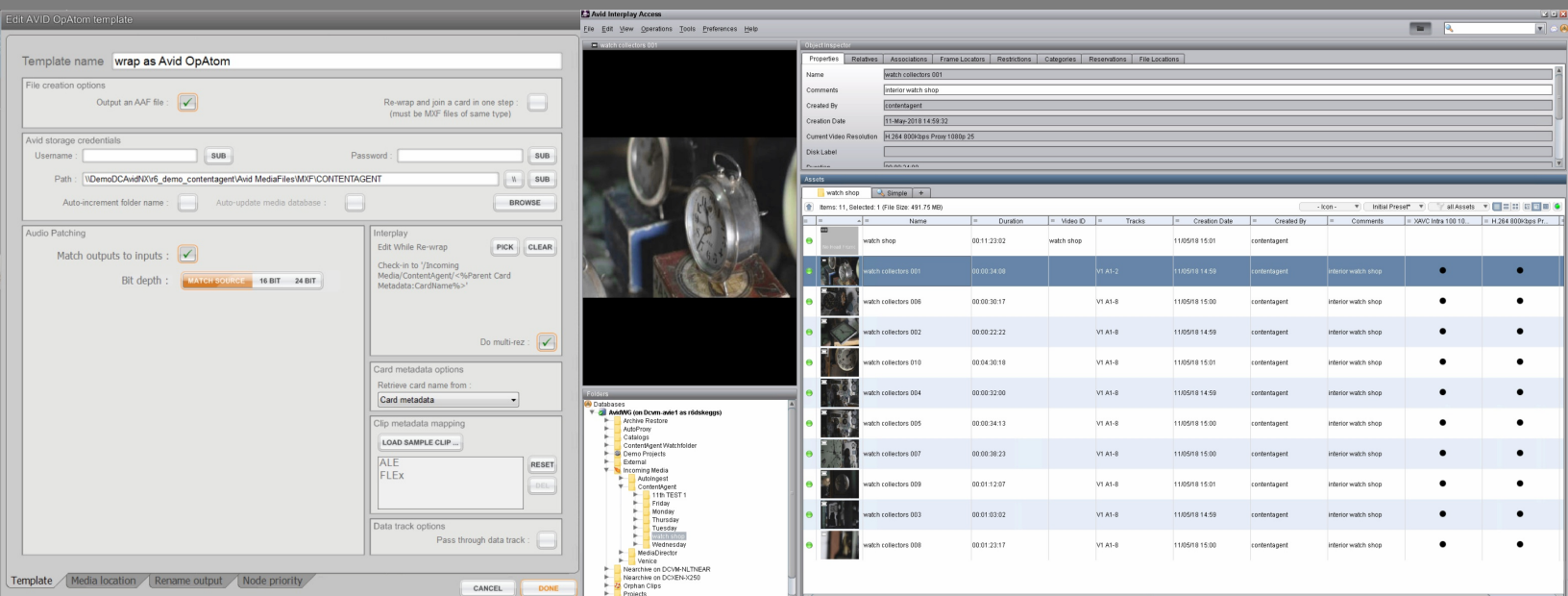
MediaCentral | Production Management Ingest

Same feature set as above plus...

- Ability to browse the Interplay folder structure.
- Transcode (or re-wrap clips) into MXF directly to ISIS or NEXIS shared storage.
- Automatically check clips into a single or multiple MediaCentral | Production Management systems.
- Create Interplay folders on the fly (based on metadata substitutions set in the workflow).
- Initiate multi-resolution transcoding for dynamic relinking workflows.
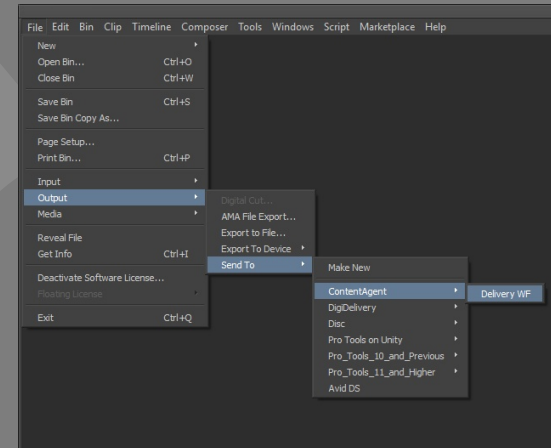- Ability to perform frame chase editing / transcoding (or re-wrapping).

telestream | CONTENTAGENT
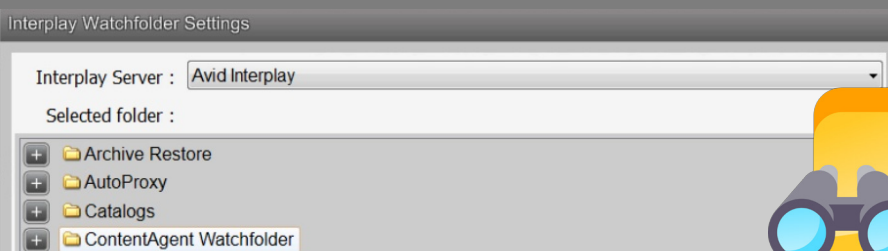**Powerful Automated Workflows & Transcoding**

Automated Deliverables from Media Composer

- Kick off an automated delivery workflow from Media Composer with the 'Send to ContentAgent' feature built directly into the Media Composer's Export Tool. ContentAgent can read sequence and master clips from a bin.
- Create multiple deliveries for broadcast, web and viewing copies within a ContentAgent workflow, including sending files to social media sites.
- ContentAgent can read native Avid media files direct from shared storage, saving time by not having to perform intermediate file re-wrapping or transcoding.
- Avid filler (black) and audio silence is created by ContentAgent "on the fly" during transcoding a sequence.

Automated Deliverables from MediaCentral | Production Management

- ContentAgent can detect master clips or sequences dropped into an Interplay folder and initiate an automated workflow.
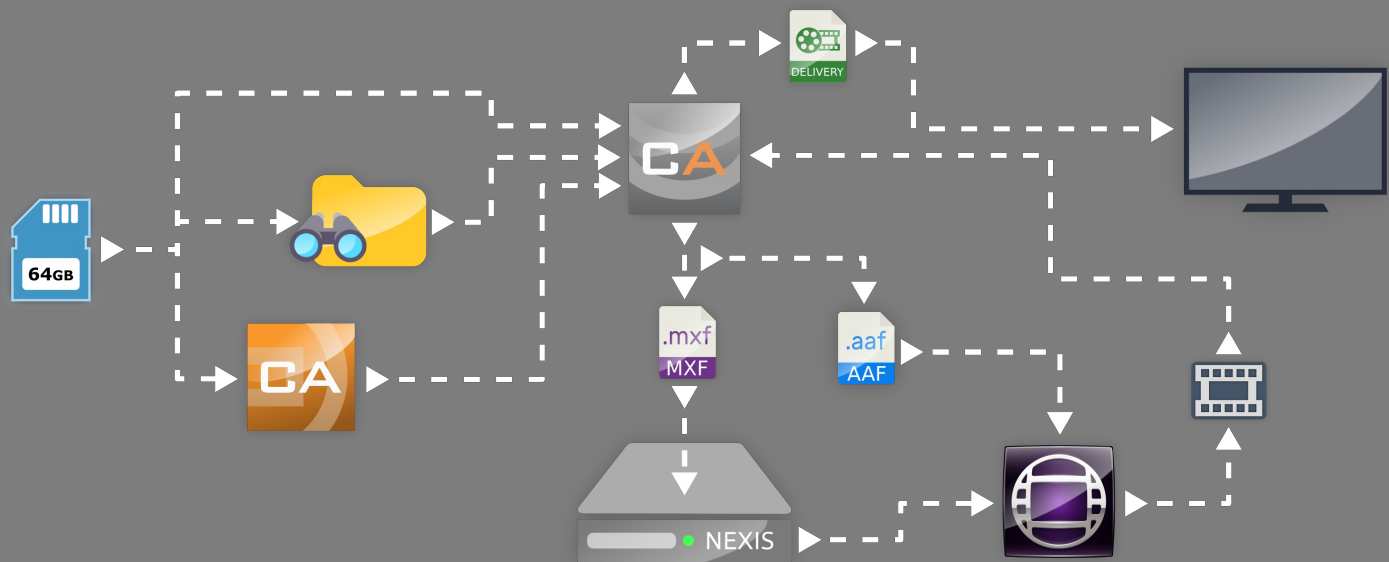
MediaCentral | Publish Integration

- ContentAgent can be used as the transcoding engine for MediaCentral | Publish, this Avid application automates the process of creating content for CMS and social media sites.
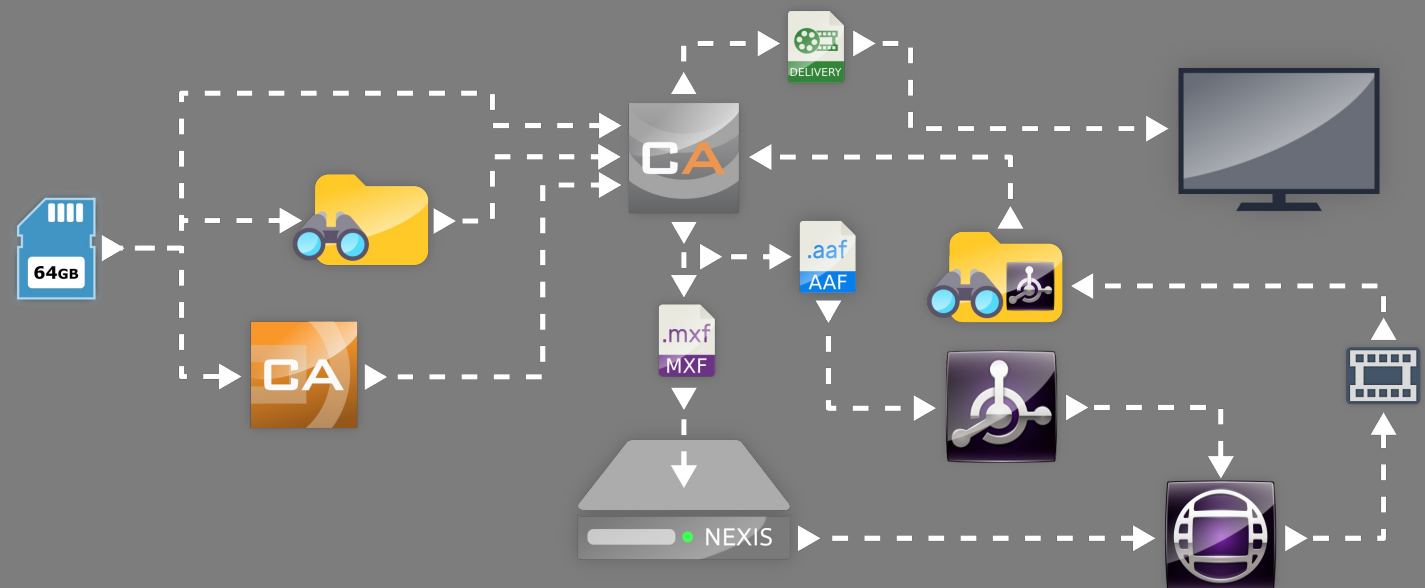
Workflow Examples
Ingest to Media Composer & delivery

Ingest to MediaCentral | Production Management | Media Composer & delivery

For more general information about ContentAgent please visit
www.telestream.net/ContentAgent

To view ContentAgent videos and other resources please visit
www.telestream.net/ContentAgent/Resources.htm