



# Avid Interplay Central



## Next generation tools for media professionals

Designed to accommodate a wide array of workflows, Interplay® Central delivers next-generation workflow tools for on-to-go media professionals through both web- and mobile-based apps. With an open user-interface, Interplay Central allows individuals in different media production functions to access the tools they need to complete tasks with greater visibility to assets, team collaboration, and workflow agility. First available to users through both a lightweight, intuitive web-based portal and a mobile app, Interplay Central represents the latest evolution of Avid's Interplay family of solutions.

## Entry point for users

Interplay Central is the entry point for a series of "persona packs" that empower an increasingly broader range of users to tap assets in their enterprise with tools they love to use. It delivers on the Integrated Media Enterprise vision with simple, user-friendly tools that span media enterprise workflows to improve access and visibility into assets, collaboration and business agility.

## Rich web-based application

Interplay Central delivers extraordinary flexibility by enabling users to access, create, and edit stories incorporating text, video, and audio in a rich web-based application. A highly versatile application requiring only a browser and Internet connection, Interplay Central provides a more agile, collaborative, and profitable means of creating news content.

## Newsroom on-the-go

Interplay Central Mobile delivers the ability to browse, edit, and create news text content in real time for broadcast professionals on the go. Available initially with full, native support for BlackBerry, users can work in connected or disconnected modes to support content capture regardless of wireless connectivity.



## Real-time collaboration

The Interplay Central user interface is highly customizable and enables integrated development of text, video, graphics, and voiceovers that can play directly to air, web or rough sequence for finish by craft editors. Efficient story-centric and rundown-based workflows enable contributors to work together with unprecedented effectiveness, whether they are at the station or in the field by providing access to, and control of content, rundowns, and Interplay-based video assets.

## Simplicity and cost-effectiveness

With no software to install and maintain, Interplay Central is a model of simple deployment and low cost of ownership. Software installation, licensing, administration and upgrades are consolidated on one or more servers that handle multiple simultaneous client connections including real time H.264 proxy video creation and playback.

## Built for change

Interplay Central is an extensible, forward-looking app that embraces new ways of working, connecting, and collaborating in an ever-changing business environment. Its architecture is fully open and designed to accommodate future functionality, customer needs, and third party integration.

## User Interface

- Story-centric organization
- Customizable views
- Modular, resizable function panes
- MOS ActiveX plug-in support

## Video

- Real time H.264 proxy creation and streaming
- Source video: XDCAM, AVC-Intra, Avid DNxHD®, DV25/50, IMX30/50
- Send to Playback
- Read locators

## Audio

- Voiceover recording capability
- Predefined audio levels
- Simplified audio adjustment

## Editing

- Script-based editing
- Vertical, text-based timeline
- Flatten and re-use craft edited sequences

- FrameChase™-editing of MXF material while being captured
- Predefined edit types
  - VO and B-Roll- Insert/Overwrite audio track
  - SOT and NAT- 2 channels
- Clip sequencing and trimming
- L-cut edits
- Reverse L-cut edits

## Newsroom

- Display news rundowns
- Create scripts
- iNEWS® messaging
- Search across iNEWS and Interplay
- View and edit Interplay metadata

## Minimum System Requirements

- Standard Mac OSX or Windows laptop
- 2GHz Intel processor and 1 GB of RAM

### 1 Messaging

Instant newsroom and cross-site communication

### 2 Launch Pane

Link to iNEWS and Interplay sites

### 3 Assets Pane

Write text, assemble and edit video, and control timing, sound, and MOS IDs

### 4 Queue/Story Pane

View iNEWS folders and Interplay content

### 5 Media Pane

Browse video and audio, create subclips and locators, record audio VOs

### 6 Audio Pane

Monitor and control audio levels



For more information visit [www.avid.com/interplaycentral](http://www.avid.com/interplaycentral)

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