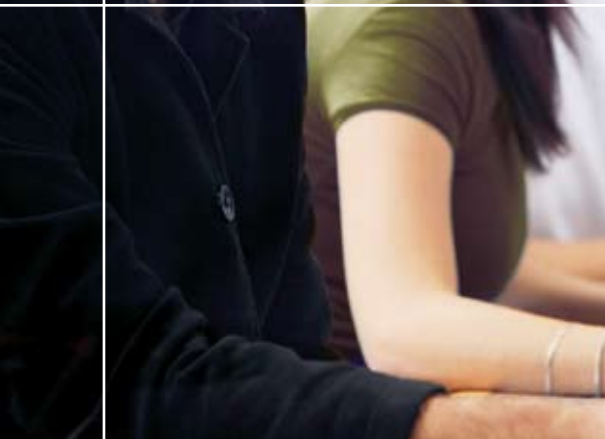
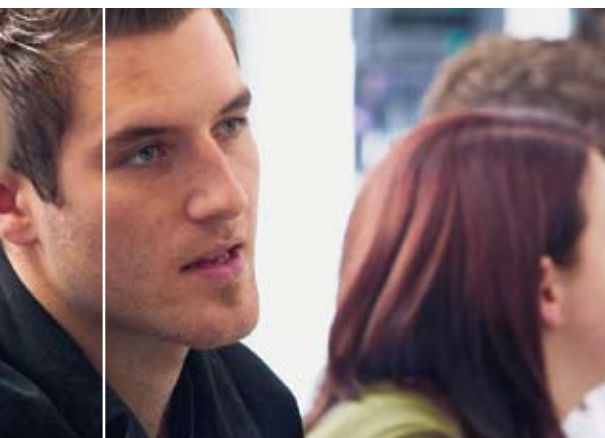




Avid Interplay. The world's first nonlinear workflow engine.

Leap ahead of the productivity curve with the Avid® Interplay® suite of high-performance tools. Engineered to help you accelerate tasks, coordinate projects, and make digital media assets instantly available, the Avid Interplay system revolutionizes the way people work with digital media—and with one another—and releases the full potential of your talent and your technology.





The right media. The right resolution. The right version. Right away.

The Avid Interplay system helps you solve a wide range of emerging issues unique to working with digital media. It can transparently create and track multiple resolutions of a single media asset. It puts powerful logging tools on the desktops of assistants and producers. It automates time-consuming encoding and transcoding tasks. It puts archived media within easy reach. And much more.

Most importantly, Avid Interplay helps prevent miscommunication and mistakes. Built-in messaging keeps everyone in touch. Frame-accurate annotation tools eliminate handwritten instructions and provide a record of comments and changes. Facility-wide revision and rollback control ensures that everyone is working with the right version of the right file. Avid Interplay gives media professionals direct access to the assets they need, when they need them, in whatever form they need them.

Don't just manage your media assets. Liberate them.

At the heart of the Avid Interplay system is a client-server engine that works with any member of the Avid Unity™ family of shared storage solutions to provide secure access to active and archived media assets. The Interplay engine provides individual contributors, project teams, and departments with powerful search, revision control, security, and media management capabilities in a unified, facility-wide media production environment.

Avid Interplay is directly integrated with Avid Media Composer®, NewsCutter®, iNEWS® Instinct™, and Symphony™ Nitris® DX systems. It tracks Avid projects as well as more than 100 media and non-media file types, including multi-resolution video, Microsoft Office documents, Adobe Photoshop and After Effects layered files, MPEGs, TIFFs, and more. Video production managers can open production schedules. Legal departments can check dailies for product clearances. Journalists can review and retrieve b-roll footage from archive. And they can do it all without leaving their desks—or desktop applications.

Stay safe and sound

The Avid Interplay engine offers enterprise-class back-end technology and comprehensive tools for flexible, secure administration of Avid Interplay software, user access, and workflow. System administrators can easily control access to assets by individuals or by groups, depending upon the needs of each facility.

System health monitoring and diagnostic logging capabilities let administrators view the status of all Avid Interplay components, including system hardware, processes, processor utilization, and disk status. In addition, diagnostic logging capabilities allow a system administrator to view error messages that are logged on local systems.

The right tool in the right hands

With the Interplay **Assist** application, producers, assistants, and others can easily and quickly log incoming feeds or captured footage and create Avid sequences without having to tie up edit suites. Every type of user granted with appropriate privilege can add locators with simple keystrokes, enter descriptive annotations, and even use shortcut keys to describe shots.

Interplay Assist lets users create custom fields to communicate with editors or anyone in the production process. Producers and editors who access clips instantly see all information entered previously for precise tracking of comments.

Automatic encoding of the same asset in multiple resolutions saves time, frees editing systems to do critical production work, and ensures that each user is working with the most efficient and best-quality material.

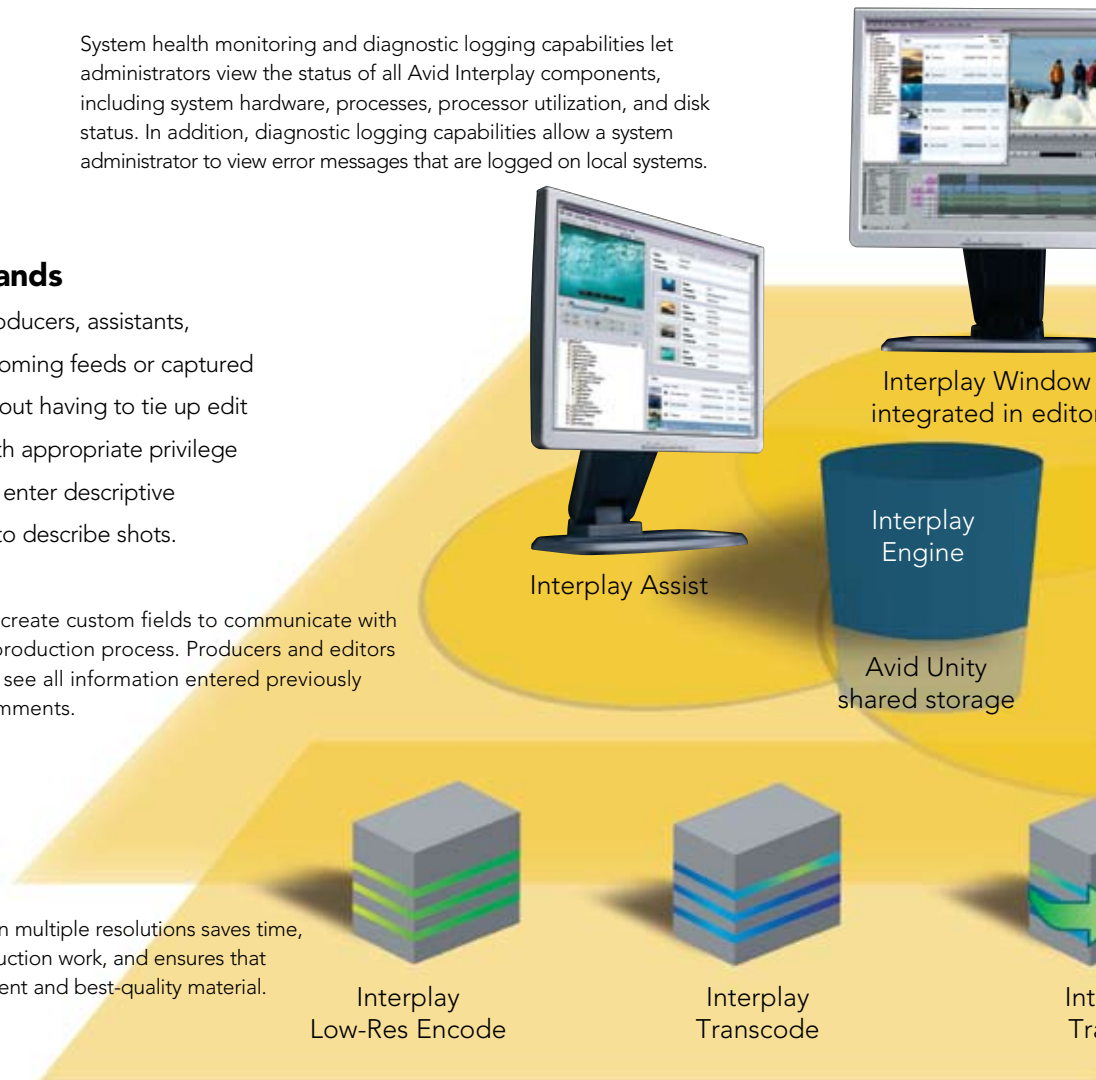
Save time at the very start

Interplay **Low-Res Encode** creates low-resolution versions of incoming footage simultaneously with the high-resolution capture and sends them directly to an Avid Unity media network for workgroup access. Avid Interplay tracks all the captured resolutions as a single clip, eliminating the confusion of working with multiple instances of the same clip, each pointing to their own resolution.

With the Avid Interplay system's support for multiple resolutions, connected editing systems have immediate access to the right material at the right resolution.

The resolution you need automatically

If a user needs either a high- or low-resolution version of a media asset, the Interplay **Transcode** service can be triggered from within the editing interface. The correct resolution is created in the background and made instantly available. When a sequence is sent to a playback device, all material is automatically relinked to the target resolution.



A deep extensive database with a friendly face

The Interplay **Access** client offers multiple views of search results with detailed information about attributes and organized the way the user prefers. Users can quickly see how elements or assets are connected. This makes it easy to find shots and sequences, and to navigate to all related material. If relationships between objects media assets change, they are automatically updated in all places globally for all users to see.

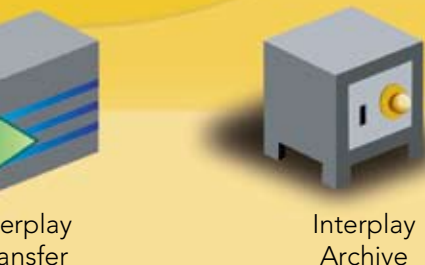
When a user checks out a file, revision control automatically begins. Other users know who is working on it. Once changes are checked back in, the version history is updated and added to the database. Now others can check out the file, view previous history, add comments, and even view and compare previous versions.



Keep everything within easy reach

With the Interplay **Archive**™ service, editors and Interplay Access users can trigger an archival storage process using the Auto Archive feature. Intelligent tracking of project metadata allows users to work with low-resolution proxies of archived media, automatically restoring just the parts needed for final output.

Seamless integration makes it easy to archive media and metadata in their native editing formats, while allowing editors to easily locate archived media directly from the editing interface.



Interplay Transfer does more than simply transfer a file. It intelligently decomposes a sequence, identifies all referenced master clips, and transfers only the referenced media files.

Keep working while you move media

The Interplay **Transfer** service manages processor-intensive media transfers so broadcasters and post-production facilities can exchange media of all types with other workgroups, locations, and third-party systems. Quickly transfer media and metadata in the background without interrupting editing and production work.

Support and training: make a smooth transition

Expert planning, certification, training, and testing from Avid Total Services can protect your investment by identifying potential technical and workflow integration issues, ensuring that your personnel get up and running quickly and clearing the way to a faster ROI.



Avid Interplay. The tools of tomorrow are here today.

Not so long ago, Avid revolutionized film and television production with its digital nonlinear editing systems. Today, no one would think of working any other way. High-quality digital cameras are fast replacing analog videotape. Even primetime television and feature films are turning to all-digital workflows to save time and money. It's a digital world: post and broadcast teams have to adapt quickly or be left behind.

Avid Interplay lets groups of all sizes work together more efficiently and more creatively—and take full advantage of the power and flexibility of digital media. A flexible set of core components, desktop tools, and network services can be easily configured to accelerate project turnaround at every step, from preproduction to final delivery to archive. The result is a workflow optimized to help creative professionals manage vast amounts of media while meeting today's production demands and deadlines.

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 administrating, 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 online anytime, anywhere.

Support Services

A dedicated Avid team can tailor a support solution to meet your unique system and budget requirements, from testing and implementation through ongoing maintenance. When you call Avid for support, you get an Avid employee to work with you until the problem is resolved, ensuring unmatched expertise and absolute accountability.

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.

To learn more, visit www.avid.com/interplay 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

The Avid logo is displayed in a bold, italicized, sans-serif font.

Images and footage courtesy of Kurtis Productions, Ltd., ITV Central and WFTV 9

© 2008 Avid Technology, Inc. All rights reserved. Product features, specifications, system requirements, and availability are subject to change without notice. Archive, Avid, Avid Unity, iNEWS, Interplay, Instinct, Media Composer, NewsCutter, Nitris, and Symphony are either registered trademarks or trademarks of Avid Technology, Inc. or its subsidiaries, in the United States and/or other countries. All other trademarks contained herein are the property of their respective owners.