

# Final Cut Studio Solutions

Third-Party integration featuring Masstech



## The Solution

Professional broadcasters routinely accumulate vast amounts of video that requires archiving in preparation for potential reuse; such archiving requires some sort of asset management database and a corresponding library. The more footage you add, the more difficult it is to manage and keep footage readily available. The Masstech group's MassStore provides an invaluable tool for managing your media throughout its lifecycle and when integrated with Final Cut Studio using M-Connect, you have a complete media management solution.

MassStore provides from 1000 to 100,000+ hours of non-linear audio/video storage along with deeply integrated, sophisticated asset management software. MassStore is an advanced nearline system, so it is infinitely expandable while still facilitating speedy access. It provides native support for industry-standard protocols, plus an extensive range of interoperable interfaces to industry-leading video servers, storage platforms, automation, traffic, and robotic tape libraries.

With a full range of robust and thorough management and tracking tools, MassStore's web-based interface integrates low-res proxies and comprehensive metadata to simplify search and navigation. Furthermore, MassStore is extendable through its open XML interface. Additionally, it features unique integration with Final Cut Pro through M-Connect, a software tool that provides Final Cut Pro with direct access to the entire archive of footage and facilitates seamless automated output directly to news, archive libraries, or even on-air playback.

Combined with Final Cut Pro and Apple Xsan for online video storage, the MassStore media lifecycle management solution and M-Connect enables managers and editors to develop complex, automatic workflow processes for traffic, scheduling and automation systems.

## Primary components

### Simplifies management of media archive

Even with media archived in diverse formats and storage methods, MassStore catalogues all of your video assets uniformly in its searchable database

### Easy to navigate web-based interface

Media search interface can be accessed from any computer on any platform Using common web-browsing software and familiar search techniques

### Extendable and interoperable with industry-standard protocols

New data formats and equipment can be easily added and integrated with the MassStore system using XML, MOS and commonly accepted standards

### Automates data retrieval directly from Final Cut Pro

Using MConnect, footage from MassStore can be accessed directly in Final Cut Pro with no additional translation or importing steps required

### Output directly from Final Cut Pro to air

Playback can be performed as easily as pressing play in the Final Cut Pro Timeline.

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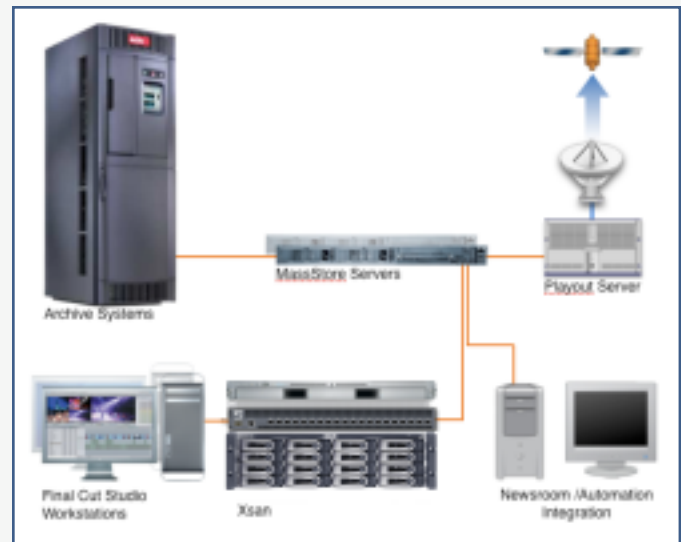
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## The Workflow

Using MassStore and M-Connect along with Final Cut Studio can completely transform your broadcasting workflow. Your media lifecycle can be extended infinitely, since once the footage is ingested it remains in your database indefinitely, ready to be reused or repurposed.

As footage is ingested or aired it is catalogued and stored in the MassStore database. Extensive metadata can be assigned to the files, and low-res proxies are automatically created using MPEG4. The original full resolution footage is then stored using any variety of nearline devices, and automatically retrieved as required for news, future editorial, or direct playout.



The entire MassStore database can be accessed directly from within Final Cut Pro. Once proxies are identified, the full-resolution files are automatically copied to an Apple Xsan to be integrated directly into your Final Cut Pro timeline. Any necessary transcoding is done transparently during the retrieval process by the MassStore system. Footage can be converted automatically into DV25, DV50, IMX, MPEG 2, MPEG 4, as well as all popular video server formats.

As sequences are completed, Final Cut Studio output can be integrated in automatic file-based workflow paths, including automation, traffic, video servers, and archive devices. Editors can trigger transfers of Final Cut Pro projects directly from within the Apple interface. These transfers may include entire projects or smaller sequences. When a transfer is initiated, Masstech's MassStore protects the files and provides database and tracking functions so that media remains searchable and recoverable at any time.

All material remains in its native format ensuring that it is ready for future editing or playback within minutes. This flexibility allows for seamless integration between Final Cut Studio editing environment and a facility's on air environment.



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Masstech Group Inc. is a developer of software and embedded hardware solutions to enable management, conversion, distribution, and sharing of digital content across open IT storage/server platforms and networking infrastructures. The company's offerings in Media Lifecycle Management, Workflow Productivity Enhancement, Business Continuity & Compliance provide customers with value enabling solutions developed through a combination of visionary products and engineering leadership. The company's products are available from a direct sales force and global channel partners.