

Final Cut Studio Solutions

Third-Party integration featuring Pharos



pharos

smarter media publishing

The Solution

Mediator v3 offers direct integration of Apple Final Cut Pro 6 into the Mediator workflow allowing post production operators desktop browse for clip selection, direct editing and secure publishing. This functionality is targeted at broadcasters and transmission service providers who need to cost effectively increase their throughput to produce multiple versions of programs and promos for multi channel expansion, high definition roll out, multi language distribution and multi platform publishing for mobile and IPTV.

Final Cut Pro offers a rich combination of post production tools for SD, HD and beyond. It also combines powerful multichannel audio editing facilities and outstanding graphics functionality. However all this functionality at one desktop places greater demands elsewhere on the system to maintain an efficient and accurate workflow throughout the enterprise.

The efficiency of post production operations can be greatly improved by completing new projects in the right order according to compliance, approval and transmission priority. When expanding to multi-channel and particularly multi-language operations, new non linear desktop editing is more successful if operators are working with the correct source files and if they are saving (publishing) the final version with correct ID to the right destination for compliance, approval or transmission.

Mediator manages this workflow and provides a larger and more efficient workgroup when using FCP. The use of 3rd party on-line storage gives bandwidth for larger workgroups using multiple Final Cut Pro workstations. The managed publishing of final versions speeds up transfers and reduces manual data entry errors.

The ability to access Mediator through a web browser provides access to material across territories – clip selection, review and approval both locally and remotely on Mac or PC.

Primary components

Multi-format post production

Mediator manages all material as components (video, multi-language audio) and the powerful Mediator database tracks the attributes of all material components in real time. Source files can be re-wrapped or transcoded as required, by Mediator's integrated Transfer Management, to be made ready for easy native editing in the required target format.

Direct edit integration

Mediator supports transfer based working where media is transferred from anywhere in the system to the post production workstation ready for a particular job. This suits distributed architectures and workflows where many re-wraps and transcodes of disparate file types are required.

In-place editing

Mediator also supports in place editing where the FCP is directly attached to an intermediate online storage system such as Apple XSAN, Isilon iQ and Omneon Media Grid. This suits architectures where simultaneous access to source files is acceptable, files are available in the online central storage and where straightforward video compression and aspect ratio choices are possible. Jobs are commissioned, scheduled and edited with no other transwrapping or transcoding required.

Management of multi language audio

Mediator manages all audio files in the FCP project and allows standard Final Cut Pro timeline audio editing. All the audio source files required are added to the project based on the Project Brief. Once editing is finished, audio files are repositioned or "tagged" to be presented on the correct channel(s) for secure multi language transmission

Secure publishing of the new finished versions

Once editing is completed Mediator manages the naming, saving and transfer of all the new finished versions. New multiple versions are processed if required and re-wrapped/transcoded within Mediator and any other 3rd party processing to be ready for presentation, layout and publishing.

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The Workflow

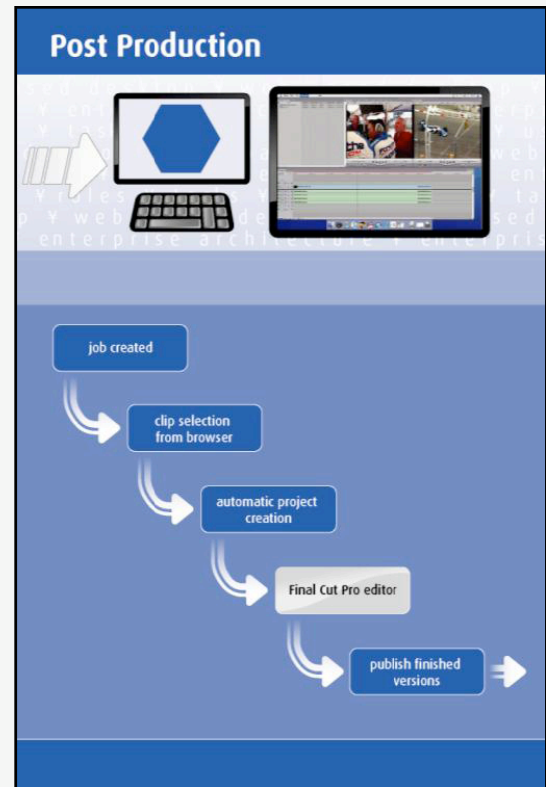
Here is a typical workflow showing Mediator integration with Final Cut Pro

New versions of programs and promos are initiated using Mediator which can upload TX ID's as appropriate from resource planning and scheduling systems to create a new job. This new job may comprise multiple new versions for different break patterns, compliance regulations or to internationalize content. A creative brief can be added which details job attributes such as the message to be conveyed, target channels, the number of versions and durations required. This process also details the audio requirements of the new version. These may be raised or approved out of territory.

Clips can be browsed to fulfill the new job brief from all Mediator desktops from any location registered by Mediator such as library, ingest, on-line and archive. The web based Clip Selector is available on both Mac and Windows browsers. Each selected clip can be given additional comments and meta data which is delivered as part of the project to Final Cut Pro.

Once all the required clips have been selected, Mediator automatically uploads all the project information to an FCP project and opens multiple pre-configured timelines if required. Mediator fetches the hi-resolution source material. All transfer complexity is kept hidden from the operator.

After editing, the completed versions are uploaded into Mediator using the project upload screen. Once uploaded, audio tracks are tagged and the material can be creatively and technically approved. Only when this process is complete is the material made available for publishing. Additionally, archived projects can easily be re-worked and re-versioned from the information available in Mediator.



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<http://www.pharos.tv>
83 London Street
Reading, Berkshire, RG1 4QA, UK
sales@pharos.tv

Pharos is focused on developing software architecture to deliver better broadcast process management for service providers in television broadcast, radio, IPTV and telecommunications. For over 10 years Pharos has continually developed its unique Mediator, Playtime and Pilot desktop broadcast management solutions to offer a next-generation platform to better manage the flow of media through broadcast facilities. Visit www.pharos.tv for more information.