



Marquis Medway

Adobe Premiere Pro CC
Sequence Integration with
Avid Interplay

March 2014

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Introduction

This document will outline the integration possibilities that are available between Adobe® Premiere Pro CC and Avid Interplay when using the Marquis Medway application.

It includes some example workflows detailing what can be achieved with the current version of Medway and what can be achieved in future versions if the functionality proves to be beneficial. It will also include some background information that may help to understand the role that Medway can play within the system integration. More details on Medway appear at www.marquisbroadcast.com/medway.html.

Background on Medway

Medway is designed to be a flexible and scalable solution that can be tailored to suit the requirements of particular customers.

It is designed around a Client/Server model, with the central processing based around a Medway Server(s) that maintains connections to the various devices that are used within the system and a Medway Transfer Engine(s) that perform media movements.

This modular architecture allows various different devices and systems to be integrated and to easily add more devices at any point. For example, multiple Edit Platforms, Video Servers, Media Asset Management systems can be contained within the same system.

While Medway is highly customisable, the modular nature of the product allows for complex and often unique systems to be supported within the configuration of the core product.

Where specific customisation is desired, Medway allows for individual “Plugins” to be created and added into the configuration for the required device or workflow to give even greater flexibility. These “Plugins” can then be added into the standard release product, which will form the core of any installation.

All processing and transfers are handled directly by the Medway system.

Medway unifies multi-vendor systems by providing technical and operational workflows that optimise and integrate:

- Media clip and sequence transfers
- Media format conversion and transcoding
- Metadata capture and integration

Marquis developed Medway to enable the seamless integration of media between a wide range of Avid broadcast platforms to establish complete digital workflows. This includes Avid Media Composer, Interplay PAM, Interplay MAM and Avid ISIS.

Medway integrates Adobe Premiere Pro CC into broadcast workflows that require passing media, sequences and metadata between video servers, Media Asset Management Systems (MAMs) and automation systems, as well as sending to other editing platforms such as Avid Media Composer.

To achieve this, Medway supports clip, sequence and metadata exchange with Adobe Premiere Pro CC. Medway will transfer both single MXF media clips from Adobe Premiere Pro CC and XML sequences, export sequences and media to Adobe Premiere Pro CC and embed genealogy metadata in the XMP sidecar file to enable the source of the media to be tracked, streamlining users’ workflows.

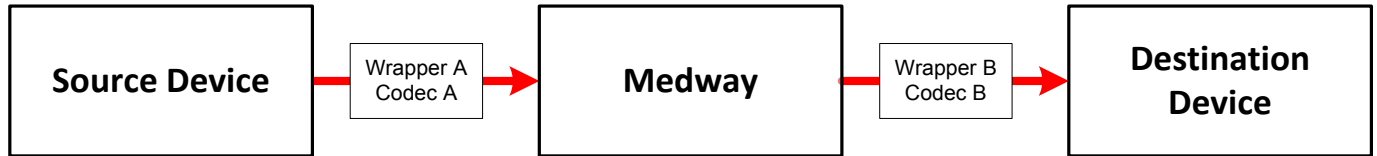
Marquis is focused on enhancing digital workflows. The next sections provide details on how our interoperability engine, Medway, delivers integration between Adobe Premiere Pro CC and Avid applications, ensuring systems can work seamlessly together. The integration of Adobe Premiere Pro CC with Marquis’ Medway provides tightly integrated workflows for even easier-to-create and more streamlined productions.

Medway Integration Workflows - Overview

Re-Wrapping and Transcoding

During any transfer between two devices, Medway will be configured to create the required file wrapper for the destination device/system.

If required, Medway can also be set to Transcode the essence to a different codec during the transfer.



All transfers are processed by Medway as a frame-based operation, with all processing happening within a single read-and-write operation between the source and destination devices.

Transfers for use in Premiere Pro can be sent to the designated storage and wrapped in any desired codec and transcoded if required.

For transfers with Avid Interplay PAM, Medway integrates through the Interplay Web Services to move the content and metadata in and out. Interplay includes media production and asset management technologies to access and create media, automate ingest, production, and distribution processes, and link with business functions such as planning, traffic, analytics, and rights management.

Medway will write content into the Avid ISIS storage as MXF Op Atoms, transcoding if required, and will then “Check In” the items to Interplay. Edit whilst capture is supported for transfers of whole clips into the Interplay system. Editors can then start working on the files while they are growing on the ISIS.

Sequence Export – Flat File Generation

When exporting completed sequences from an Editor, Medway supports two export workflows, “Flat File” and “Sequence” export.

For Flat File generation, a single conformed piece of Media will be written onto the destination device.

Sequences from Adobe Premiere Pro are exported via a custom Marquis panel that triggers the sequence export and initiates the processes within Adobe to generate a conformed file.

For exports from Avid Interplay, Medway will see the sequence within the watch folder and will begin the transfer.

Medway will read the sequence and will conform it into a flat file on the chosen destination device. Medway identifies all of the component media and render files and perform the conforming itself.

During the transfer, Medway will also set the correct file wrapper and perform any transcoding that may be required.

Sequence Export – Sequence Transfer (“Bridging”)

For “Sequence Transfers,” Medway will take the sequence information and allow these to be transferred to the destination device, in this case another editor, and leave them as sequences.

Medway will process the sequence export as above, but rather than flattening the file, it will highlight the required content and move it to the required destination device (or storage location), again re-wrapping and transcoding if required. Only material referenced in the sequence, plus configurable edit handles, will be transferred.

Medway will then translate the sequence from the source editor format and convert it into the destination editor format.

If the destination is Avid Interplay, the sequence and the content will be “Checked In.”

Only the timeline structure and the media will be moved; effects and transitions will not be converted. While video cuts and dissolves will be maintained, all other transitions will be converted to dissolves. Clip-based effects such as colour correction or DVE moves will not be converted.

By design, this functionality allows the bi-directional integration of Avid Sequences and FCP 7 style XML’s.

As Adobe Premiere Pro allows the use of FCP 7 style XML’s format, it was possible for the sequence exchange behaviour to be expanded to include the support for Premiere.

Within the current release version of Medway there are the following limitations with this process:

- Medway will expect that the essence will be moved during the process
- It will be possible to add an option to use the original source media and leave it in its source location.

Support for this can be added to a future release of Medway and would be included within the core product.

Premiere Pro Support within Medway v3

The recent Medway v3 release included the support for including Premiere Pro into the Medway architecture.

Premiere Pro can be added as a destination device for Medway transfers. Flat files, EDLs and sequences can be sent to Premiere Pro and the content will be converted (if required) into a suitable wrapper and codec.

EDLs and sequences can be converted into XML format and, once transferred, dragged from a Medway Client application into Premiere Pro for use by the editor.

For exports from Premiere Pro, Medway currently utilises a custom panel to trigger the export. This will initiate a flattening process within Adobe to generate the conformed output file.

Sequence exports from Premiere Pro can be processed to produce “Genealogy” metadata reports that capture the details of the source clips used on the original sequence before it was conformed. This is then made available within an XML file for use by Asset Management systems to track the usage of their managed content.

The Premiere Pro integration in the current release does not feature sequence transfer, only flat file generation. Support for the “Sequence Export” will be included within a future release to bring the Premiere Pro integration in line with the Avid support.

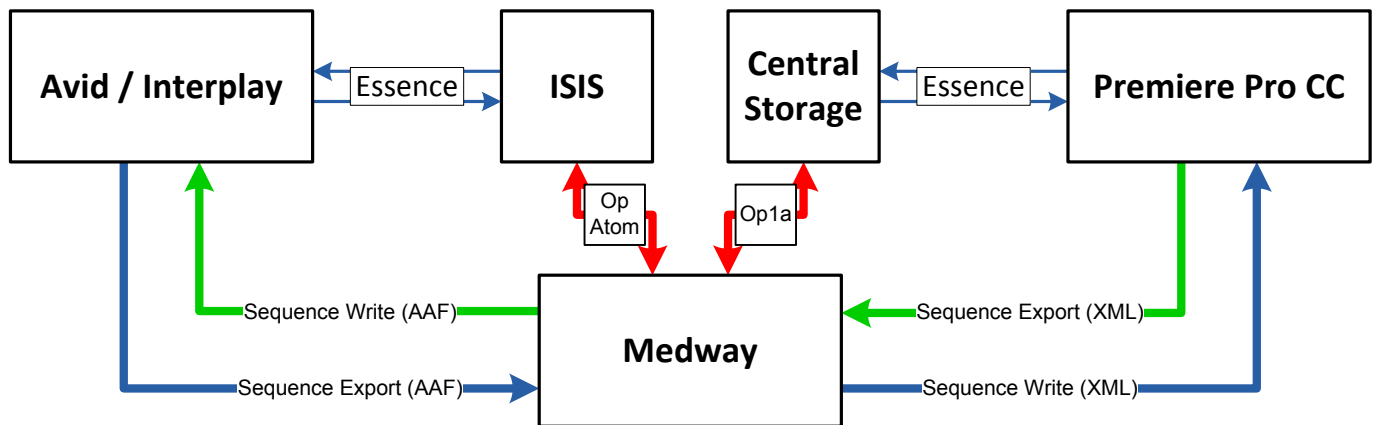
Premiere and Avid Sequence Integration - Example Workflows

Here are two outline descriptions of the possible Adobe/Avid workflows, included as examples for discussion.

Example 1 utilises the core functions within Medway. Example 2 would be a future supported workflow if the functionality proves to be beneficial.

Due to the flexible nature of the Medway configuration, multiple workflows can be used within the same system. Therefore, both of the workflows described here, together with the Flat File generation described in the previous section, can be included in a single solution.

1 - Sequence Transfer with Media Movement



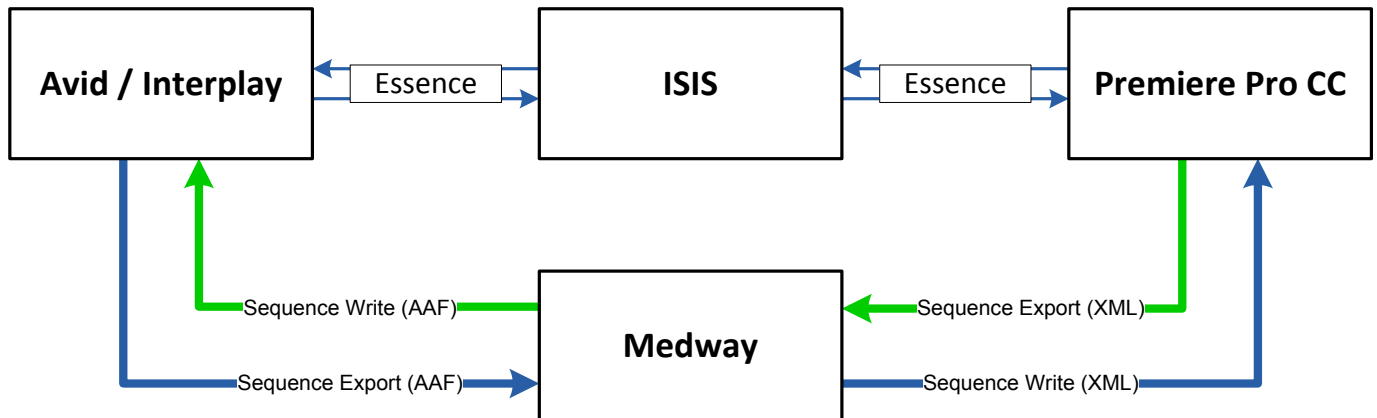
In the above example:

- Sequences are bi-directionally exchanged between Avid and Premiere Pro
- Sequences are converted between Avid and Adobe formats.
- Essence files are read from the storage of the source system and converted into the wrapper required by the destination system.
- The Essence can be transcoded to a different codec during this process if required.

It is possible that the Adobe storage could be located on a dedicated storage device or a non-indexed workspace on the ISIS. Adobe Creative Cloud supports multiple third-party storage solutions. A listing of compatible storage partners appears at www.adobe.com/solutions/broadcasting/partners.html.

2 - Sequence Transfer without Media Movement

This workflow is not included in the current release but is included for discussion purposes.



In the above example:-

- Sequences are bi-directionally exchanged between Avid and Premiere Pro.
- Sequences are converted between Avid and Adobe formats.
- Essence files are not moved. They remain in the source location.

This workflow can be further defined and clarified as specific use cases are defined.

Future Medway Release

To increase the flexibility of the Medway integration between Avid and Premiere Pro, the changes mentioned in the previous section can be added into a future release with only minimal development impact.

This would allow for full sequence exchange between Avid and Premiere Pro as with the current "Bridging" option.

This would also allow for the option to not transfer the source content and instead just perform the sequence translation.

Suggestions of other Workflows / Devices supported by Medway

Due to the nature of the Medway system it is simple to add further devices to the configuration.

Video Servers

For example, it would be possible to add one or multiple video servers to allow integration into Ingest/Playout workflows. Medway can also integrate with "Generic" NAS style storage to allow further media exchange.

This would allow content to be sent to/from either edit system from the video server/NAS.

MAM Systems

Medway can also interact with MAM systems to share media and metadata between the different systems.

Integration to MAM systems can provide many forms of metadata capture, exchange and storage as well as Browse EDL capability. Medway is aware of the metadata in the editing application and can, along with custom metadata added at the time the clip is exported, push this information to the MAM. Medway can export an XML file containing basic and user-defined metadata from the NLE edit sequence and / or captured / entered at the export stage.

The MAM option also gives access to genealogy reporting that will identify the parentage or history of a sequence, including video tracks, slo-mo or off-speed sequences, audio tracks, FX processing as well as other XML Metadata.

API Control

Medway has the capability to work totally under automation control. Medway's API, allows control and display functionality, available to the Medway Client GUI, to be controlled and monitored by third-party automation systems.

Archive

Medway can work with archive systems enabling edit and partial transfer requests to be sent to, and retrieve from off-line storage.

The addition of the Medway "Parking" function also allows Medway to create Edit Sequence Archives and "Park" them into a storage archive for re-use at a later point in time.

For more information

For more information on Marquis Medway or to schedule a consultation please check our website at www.marquisbroadcast.com or contact us at the following locations.

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