

MEDWAY

Media & Metadata Workflow Automation

marquis
BROADCAST

moves media



Make complex media workflows simple and reliable

MEDWAY integrates broadcast and production platforms by providing transfer and format conversion workflows for sequences, media and metadata

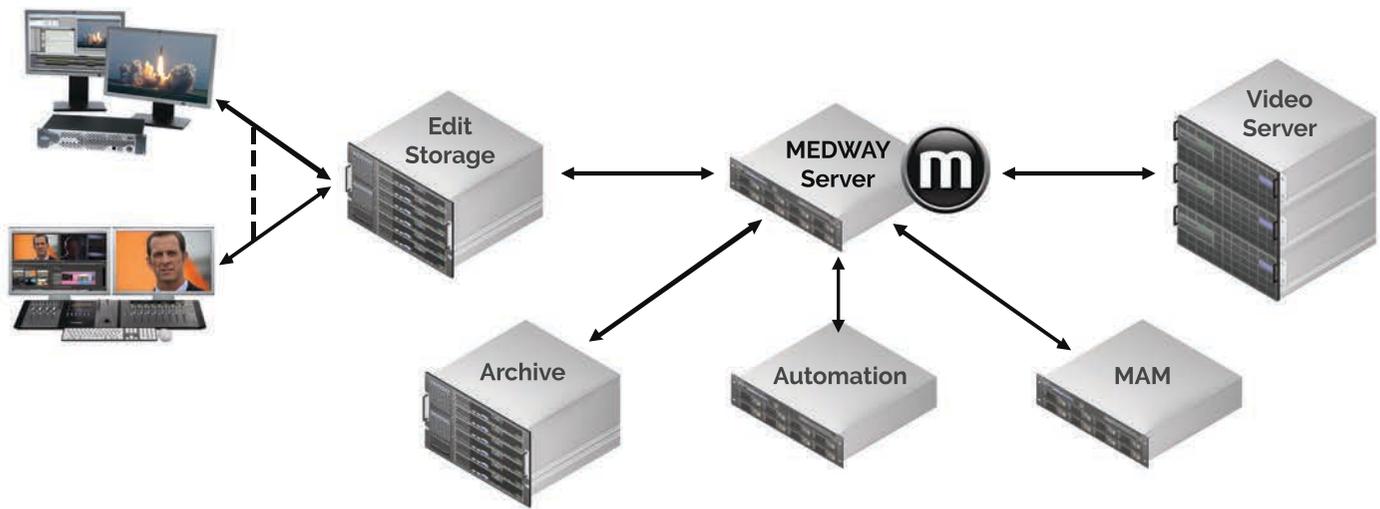
MEDWAY is an interoperability engine that enables a complete automated digital media workflow, ensuring edit platforms, shared storage, MAMs, automation systems, archives and video servers from different manufacturers can work seamlessly together.

MEDWAY performs media transcoding and rewrapping on-the-fly from media which is in-record and delivers it in a format that is immediately accepted by the destination system.

MEDWAY offers power and flexibility when connected to Media Asset Management systems. It can source reference edits from browse systems, integrate with archive management systems and supply file registration to, or be directly controlled by, automation systems.

MEDWAY is highly customisable and has been adapted to suit the specific requirements of many different broadcasters who trust thousands of transfers to it every day.

**Save time & money with MEDWAY
automated file based workflows**



“MEDWAY enables us and our clients to avoid unexpected workflow challenges and focus more on the process of creativity.”

Tom Ulman, founder, Mad Old Nut Productions, Los Angeles, USA

BENEFITS

- Speed - MEDWAY can transfer media up to four times faster than alternative solutions
- Operate a file based, mixed format environment
- Improve workflow performance & efficiency
- Reduce errors & enhance production quality
- Maintain metadata through genealogy
- Reduction in manual operations

NEW FEATURES

- NewTek TriCaster Support
- Remote workflow monitoring
- Flexible Closed Caption processing
- MEDWAY Engine Web Services (MEWS)
- Proxy editing and re-linking workflow for Avid systems
- Support for Avid AMA exporting with Grass Valley K2
- Additional Media Asset Management Integrations

MEDWAY WORKFLOWS

- Archive Integration
- Transcoding & Rewrapping
- Avid Interplay & Adobe Premiere
- Pro Integration
- Bridging to FCP 7 or Media Composer
- Closed Caption Workflows

- Content Fix Up
- Deliverables Creation
- DPP Program Delivery
- Edit Interplay & Web Content
- Genealogy Tracking
- High-Speed Media Transfers

- MAM Integration
- Metadata Capture, Mapping & Extraction
- Off-Line Workflows
- ProRes Encoding
- Sequence Archiving