

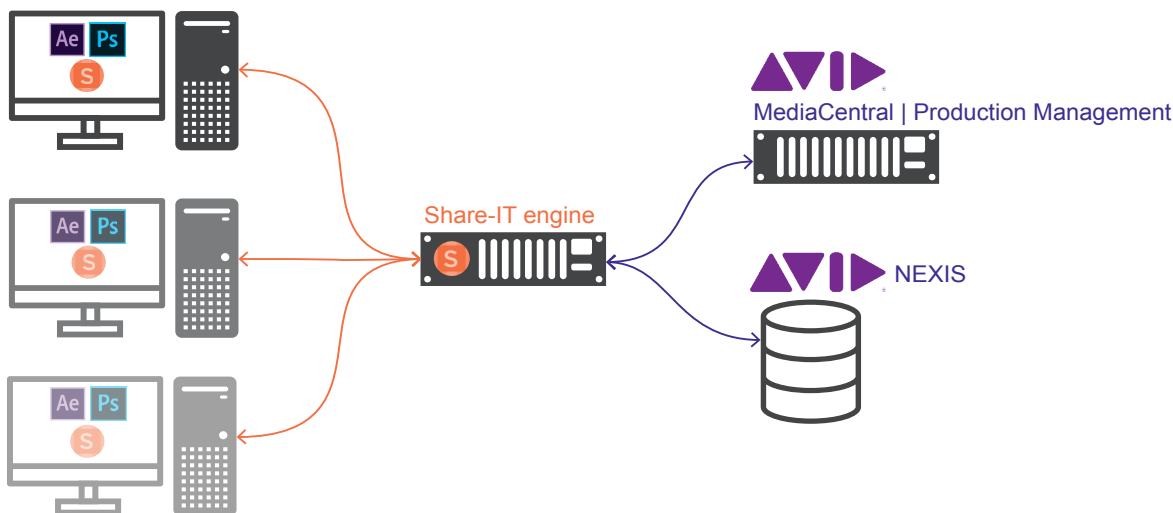


Share-IT

With Avid® MediaCentral | Production Management

Share-IT offers creatives a simple yet highly reliable and secured path to **connect Adobe® graphics with Avid® MediaCentral | Production Management**. All technical tasks and user rights between the two worlds are managed by Share-IT.

Workstations for graphics team



share-IT with Avid allows :

- Controlled browsing of the folder structure
- Import of selected assets
- Delivery to MediaCentral | Production Management directly from the creative apps

The system administrator gets additional advanced settings :

- Dynamic creation of the target folder tree structure
- Control over metadata elements to be transferred
- Transcoding and format profiles
- Definition of the naming convention to be applied
- Direct check-in of clips inside MediaCentral | Production Management with Alpha Channel information (MatteKey) to allow instant video keying on a Media Composer timeline

