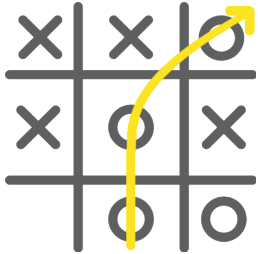


WHAT DOES IT DO?

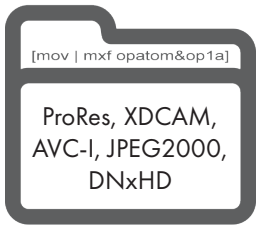
Cinedeck Insert-Edit eradicates the time and resource-sucking dilemma of repeating an entire export and QC process, just to make a small change in a program by giving you direct access to the video, audio and Closed Caption essence in your flat deliverable file. Specifically, Insert Edit accurately replaces content in a file based on timecode in and out point.

**FILE-BASED
INSERT EDIT**
the facts



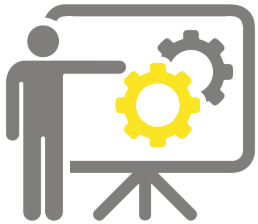
RADICALLY NEW WORKFLOW

By allowing direct changes and eliminating re-rendering, re-exporting and extended QC sessions, Cinedeck Insert-Edit delivers a fundamentally new and improved post workflow. Unlike Quicktime reference files or the process of editing metadata in a MXF file, when changes are completed using Cinedeck's Insert-Edit, you are actually replacing parts of the original flat video and audio essence. Moreover, because changes are written directly into the essence, file compatibility is maintained. It's the same file before and after inserting, just some audio or video frames were replaced.



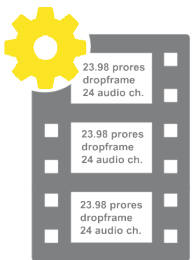
WHICH FILE TYPES?

Cinedeck Insert-Edit currently supports ProRes, DNxHD, AVC-Intra, XDCAM HD and JPEG2000 files. The content can be contained in a MOV (quicktime), MXF Op1a, or MXF OpAtom wrapper and can be from anywhere. Files might come from Final Cut, Media Composer, Premiere or any number of other production systems ... In any case, they do not need to be Cinedeck generated but of course, Cinedeck files can be edited as well. As long as your file is standard, Insert-Edit can make changes in it, saving you time and money.



HOW DOES IT WORK?

Cinedeck Insert-Edit understands exactly where content is located in your files, somewhat the same way a tape machine understands where frames reside on a tape, allowing you to accurately go in and replace specific video, audio or caption data. This means that instead of exporting an entire program after making a change on your timeline, you just place the new content into the existing file. Digital Cuts and inserts can be performed directly from finishing system like Premiere, Media Composer and Final Cut Pro, directly to your Cinedeck, streamlining your work from start to finish.



VIRTUAL MASTERING MEDIA (VMM)

VMM are pre-formatted containers that content can be inserted into, ANYWHERE, Anytime. Working with a pre-striped VMM is analogous to using a blacked tape in that you create a file with format, codec, timecode and up to 32 audio tracks but instead of real-time like tape, generating blacked files is significantly faster. Also, as with tape, you can save a library of pre-blacked-files on disk (a virtual shelf of sorts) and simply copy one to your workspace, saving time no matter what. Once you have your blacked file, Cinedeck's insert editing is used to place content into the file and Full-Confidence recording with VMMs allows you complete random-access playback of the file while recording.



PRO TOOLS SUPPORT

Instead of dealing with tape or transferring finished audio to your video editors, using Pro Tools' transport controls, your sound team can directly punch in and out of video using Cinedeck's insert record to edit master files in real-time Or insert the mix with a standard 3-point edit. Whichever way you work, there is no need to re-encode from tape or wait for other departments to finalize your deliverables. And, with Insert-Edit, up to 32 audio tracks are available to manage the most complicated mixes.

**SAVE
TIME &
MONEY**

Insert-Edit is all about eliminating-complete show exports and full QC sessions just to make small fixes by directly accessing and changing flat files, saving you hours, sleep, hair and \$\$\$\$. Instead of massive multi-step dances to produce new corrected deliverables, with Insert-Edit in your arsenal, you simply change what needs changing and reduce what would have been a multi-hour re-export and QC process to a few minutes.