

FILE-BASED INSERT EDIT

Accelerating your post finishing and online workflow

WHY DOES FILE-BASED INSERT EDIT MATTER?

File based workflows have completely changed the media production landscape but the inability to directly change or fix a deliverable program file, wastes time and resources. Simply put, Cinedeck's Insert Edit allows you to replace video, audio and closed captions in closed flat files. Insert Edit eliminates extensive re-rendering and re-exporting and works with the most popular deliverable formats including DNx-HD, ProRes, AVC-Intra, XDCAM HD and JPEG2000. Fixes and changes are now easy!

SUPPORTED CODECS:

ProRes, XDCAM HD, DNxHD, AVC-Intra, JPEG2000

SUPPORTED RESOLUTIONS

SD, HD, 2K, UHD, 4K

SUPPORTED NLEs

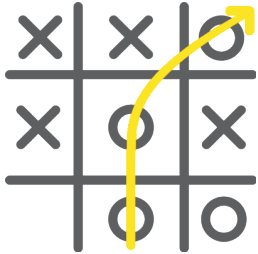
Media Composer, Final Cut, Premiere, Flame, Pro Tools

Cinedeck's revolutionary File-based Insert Editing is wrapper and resolution independent so instead of exporting your 4K, HD or SD file again to integrate one small change, you can simply insert the change into the existing file. Cinedeck inserts are controlled from Avid Media Composer, Adobe Premiere, Apple Final Cut, Avid Pro Tools, Standard VTRs and telecine systems via RS-422.

WHAT DOES IT DO?

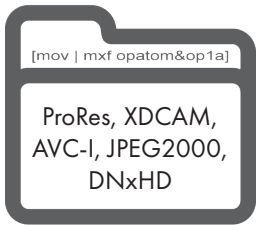
Cinedeck Insert-Edit eradicates the time and resource-sucking dilemma of repeating an entire export and QC process, just to make a small change in a program by giving you direct access to the video, audio and Closed Caption essence in your flat deliverable file. Specifically, Insert Edit accurately replaces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

**FILE-BASED
INSERT EDIT**
the facts



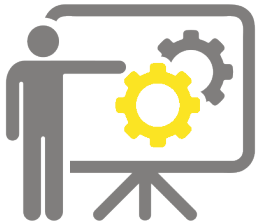
RADICALLY NEW WORKFLOW

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.



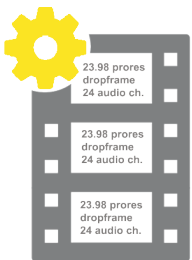
WHICH FILE TYPES?

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.

No more re-export, re-encode, or re-QC

Although nothing short of a miracle, non-linear editing has some significant limitations. If a change to a program is required, even just a simple shot change, it is necessary to go back to the timeline, make the changes and then, re-export the complete program. That process can be excruciating, especially for long form programming. And then, the resulting file needs to be run through quality control again, which if nothing else, means someone watching the program from start to finish, wasting time, money and in some cases, preventing shows from being delivered on time.

As a work-around, some post-production facilities export edited shows to tape and use tape-based insert edits for changes. Tape can also provide a pathway to delivering file types not directly supported by their particular finishing systems. Using File-based Insert Edit, you can frame-accurately replace specific frames of audio, video and closed captioning without the need to completely re-export or re-render.

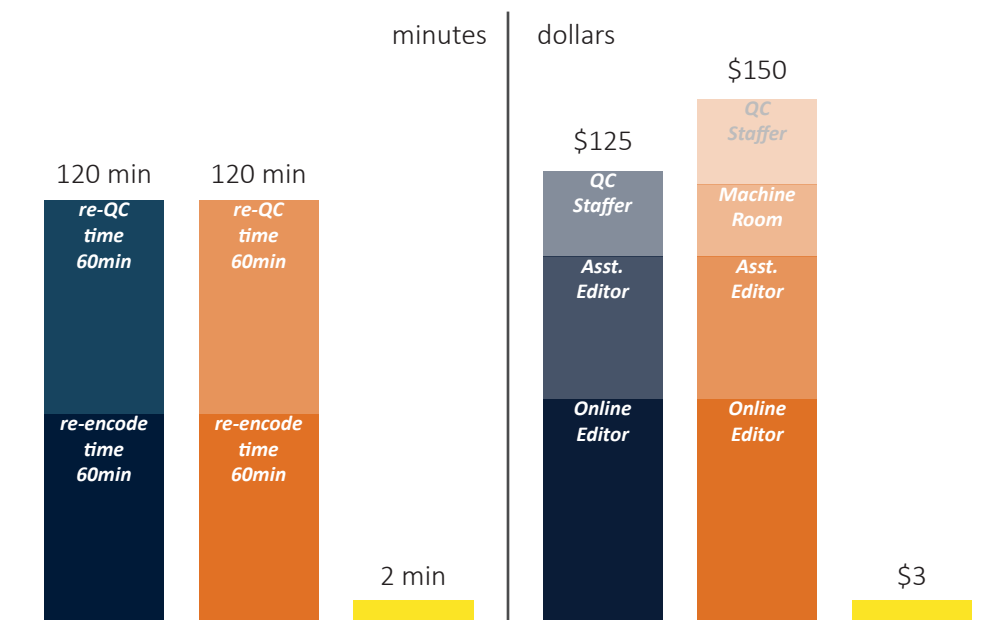
Since only the newly inserted segments have changed, only those segments need to be QC'd. File-based Insert Edit brings the advantages of tape-based workflows to files.

FILE-BASED INSERT EDIT *cost analysis*

The Results

We asked some industry friends to help us understand the cost savings afforded by insert edit and here's what they came up with. For tape intermediate and NLE export workflows, the time for any change to an hour long program is the edit time plus about an hour to export and an hour to QC so two hours of labor at \$125 ~ \$150 per change.

- NLE Export
- Tape Intermediate
- File Based Insert Edit



How is this possible?

With Cinedeck's Insert Edit, making a change takes about as long as the change itself, so a 1-minute insert takes 1 minute to execute and another 1 minute to QC. Full confidence record saves even more time because you can simultaneously record and QC, cutting the total time in half. This means labor costs are slashed to a fraction of what is required for tape intermediate or NLE Export workflows.

VIRTUAL MASTERING MEDIA

Working with Cinedeck's blacked files for delivery versioning and post finishing

FILE-BASED
INSERT EDIT
VMM

Today, almost all program deliverables are file-based; and while there are definite benefits to file-based workflows, there are limitations as well. Most efficiency limitations for file-based workflows stem from the inability to change the master flat file once it's been rendered and exported. Take the simple example of different slates for different customers. For every slate change, you need to re-export the entire program AND you need to QC each file.

With Cinedeck's File-based Insert Edit, we're improving the efficiency of file-based workflows by applying the capabilities of tape. Create a library of VMM – Virtual Mastering Media – that is analogous to a library of pre-striped black tapes. Since VMM are pre-striped black “files”, you only create your VMM library once. Thereafter you simply copy the VMM you need for your project to your local workspace. In addition, creating a VMM is faster than real-time. Depending on codec and bandwidth, it can be as fast as 1/10th real-time.

Note:

Cinedeck VMM is a workflow leveraging File-based Insert Edit technology. Insert-edit can be used with any pre-existing files for supported codecs, resolutions and wrapper.

How it's done...

Insert your program to a VMM to create the master file and copy the VMM for as many deliverables as are required and insert the appropriate slates. Deliverables with multiple slates can be completed within minutes, not hours, because File-based Insert Edit allows you to simply drop-in the new slate to a finished flat file. Not only do you save time in the exporting process for each successive slate change, you also save the time that you would have devoted to QC-ing each file.



Copy the required VMM from your library to your local workspace.



- Insert your final output to your VMM.
- Use the Trim Tool to adjust the length of your master file.
- QC your master file.



- Copy the master file by the number of slates required. Ex: 5 delivery slates, 5 copies.
- Rename each file copy with the correct slate title.
- Insert the different slates to each file copy.
- DONE! Since you already QC'd the master file, you will only need to QC the new slates.