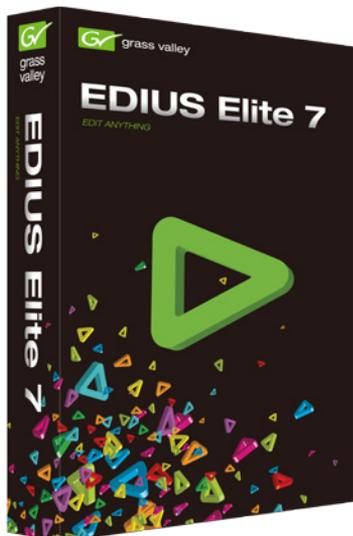


EDIUS 7

SOLUTIONS BRIEF



BENEFITS

- Open to third-party I/O hardware from Blackmagic Design and Matrox
- 64-bit native processing for maximum memory access for streamlined real-time editing
- Superior 4K workflow, including support for Blackmagic Design's DeckLink 4K Extreme and EDL import/export exchange with DaVinci
- Editing media files with different resolutions—from 24x24 to 4Kx2K, as well as real-time conversion of frame rates on the same timeline delivers more efficient editing into the hands of editors
- Fast, flexible user interface, including unlimited video, audio, title, and graphics tracks
- Support for the latest file formats (Sony XAVC/XVAC S, Panasonic AVC-Ultra, and Canon 1D C M-JPEG)
- Superior codec support and performance with improved MPEG encoder speed and quality, and improved H.264/AVC decoding
- Proxy mode workflow for slower computers helps extend their usability and ROI—with GV STRATUS, users are part of a larger, integrated system with the ability to collaborate on projects
- Multicam editing of up to 16 different sources simultaneously, with video output support

EXECUTIVE SUMMARY

When an editor has to wait for technology, creativity suffers. That doesn't happen with EDIUS® 7.

EDIUS 7 nonlinear editing software from Grass Valley® takes full advantage of today's 64-bit computing technology to enable faster and more creative editing. Real-time editing of multiple formats—including 4K, unlimited media tracks, and real-time conversion of frame rates on the same timeline, means that editors can edit faster.

With versions for the professional standalone user (EDIUS Pro 7) and for editors within networked production infrastructures (EDIUS Elite 7), EDIUS 7 is the perfect finishing tool for broadcast news, newsmagazine content, and studio programs, as well as organizational, documentary, and 4K theatrical productions.

OVERVIEW

During an edit session only three things matter: functionality, speed, and quality. EDIUS 7 delivers all three with combination of real-time editing—including effects, native 64-bit memory access, and superior encoding and decoding.

EDIUS 7 gives organizations the power to *Edit Anything, Anywhere*.

EDIUS Pro 7 is designed for the professional user, concentrating on corporate presentations, documentaries, theatrical releases, and educational/houses of worship projects.

EDIUS Elite 7 is a systemized version aimed at editors within a network-connected infrastructure and includes advanced Grass Valley K2 media server and GV STRATUS® connectivity. This allows editors throughout a facility to work collaboratively on large or time-critical projects with the ability to access the same footage simultaneously, even while recording.

As a native 64-bit application, EDIUS 7 takes full advantage of the memory access capabilities of Windows 7 and Windows 8 64-bit operating systems. This delivers exceptional performance for super-intensive media operations, such as layering, 3D, multicam, and multitrack 4K editing.

EDIUS 7 has also been optimized for multicore and Intel fourth-generation Core i CPU systems, with editing performance increasing as CPU power increases.

Using EDIUS 7 doesn't mean needing the fastest computers with the most memory. Proxy mode editing allows less expensive standalone desktop and laptop computers to edit in real time using low-resolution proxies of high-resolution media, with all of the functionality and creative tools EDIUS 7 provides. When proxy editing is finished, an edit decision list (EDL) is sent to a more powerful computer for finishing and output.

When combining proxy mode with GV STRATUS nonlinear production tools, users can be made part of the full production system. This powerful combination provides for collaboration, metadata access, and the ability to more fully craft a story.

TRENDS

Editing is a craft. It's storytelling using the most sophisticated technology and production techniques. But as computational power has increased, new video encoding formats and resolutions have emerged. These have had an impact on the process of editing as many systems have had to struggle with complex codecs and memory-intensive formats, with the cost being real-time performance and quality.

When an editor has to wait for technology, creativity suffers. That doesn't happen with EDIUS 7. EDIUS 7 is designed to be a creative tool, without technology getting in the way, to produce more high-quality productions in less time.

EDIUS 7 is designed for a wide variety of creative users so that they can produce great content without getting constrained by technical complexities or limitations.

At the enterprise level, editors need more than just powerful editing systems. They need the ability to access content wherever it is, while it's being recorded, and while other editors are accessing the same material. In large organizations, acquisition, storage, editing, and playout must all work together. EDIUS 7, when combined with K2 servers/storage and GV STRATUS, brings all of these tasks together for an efficient and collaborative workflow.

CHALLENGES

- The ability to quickly and easily assemble and edit media of different resolutions and frame rates into one program
- Access to media on networked storage, with the ability for multiple editors to access the same media at the same time
- Edit media while it is being recorded
- Effectively edit memory-intensive 4K media in real time
- Work with a variety of third-party plug-ins, titlers, and hardware
- A collaborative work environment can increase creativity and speed up decision making. EDIUS Elite 7 when combined with GV STRATUS nonlinear production tools and K2 media servers/storage puts all necessary tools, media assets, and metadata right on the desktop
- GV STRATUS and STRATUS EDIUS XS open up networked computers to the power of EDIUS 7 proxy and high-resolution editing
- Multiplatform delivery with customizable resolutions and file wrappers, including MXF, GXF, QuickTime, and Windows Media
- With EDIUS XRE, the process of rendering media files is moved from the edit station to a dedicated system for final processing and output, so editors can keep editing
- Integration into various production and post environments is easily accomplished with supported Grass Valley and third-party I/O hardware from Blackmagic Design and Matrox (AJA support planned for Summer 2104)

IMPACT

- With real-time editing and minimal rendering, EDIUS 7 brings speed and creativity to editing. Its easy to learn interface means that creative editors are no longer held back by technological limitations.
- EDIUS 7 is available in a systemized version specifically designed for networked infrastructures, extending the system's reach to shared network storage and integration with other nonlinear production systems. This significantly increases efficiency for individual editors and entire organizations.
- Emerging production formats such as 4K and full resolution 3D are easily handled by EDIUS 7, with its 64-bit memory access. Complex multistream and multitrack timelines with nested sequences, numerous effects, and titles are available to create content that allows editors to tell compelling stories to engage viewers.
- As new camcorder formats are introduced, EDIUS 7 keeps pace with online software updates, maintaining interoperability between acquisition and post.
- EDIUS 7 helps to extend the lifecycle of older computer systems with low-resolution proxy editing, while also integrating with multiple newsroom computer systems for journalist proxy editing at the desktop.

ABOUT GRASS VALLEY

Grass Valley is changing the way live television is made and delivered. Recognized with 18 Emmy® Awards for technology innovation, Grass Valley's product portfolio—from image acquisition to playout—offers a complete end-to-end workflow of flexible, forward thinking solutions which enable broadcasters and content owners to build multiscreen, multiplatform futures. By simplifying and enhancing the way content is produced and distributed, Grass Valley gives customers the freedom they need to be creative in the studio, the field, and the newsroom. Merging optimizations of IT technologies with best-in-breed media

systems, Grass Valley's next generation solutions deliver higher quality and greater efficiencies. Customers include world-leading broadcasters, teleproduction facilities, service providers, government, religious, educational, corporate, and independent video professionals. Grass Valley is headquartered in Hillsboro, OR, and maintains local presence across the globe with offices throughout North and Latin America, Europe, the Middle East, and Asia-Pacific regions.

For information about Grass Valley solutions and services, please visit: www.grassvalley.com.

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