

# PRODUCT SPOTLIGHT

October 2015

## WIDE AREA NEWS

### The Need for Speed...

Consider a traditional news workflow. You send a crew into the field to shoot as much useful footage as they can, and they then rush back to the newsroom to view, write and edit the story, maybe after first waiting for the content to be transferred to your production server. It's labor-intensive, costly and very, very linear. Why are you still working like that?

A combination of technology, the Internet and the proliferation of — literally — billions of potential citizen journalists armed with mobile phones has changed the newsgathering landscape forever.

To be competitive in today's connected world, speed is of the essence; time is money and even a few minutes delay in getting your news story to air can cost you viewers and revenue.

### GV STRATUS Remote Workflow

#### Seamlessly Mix Resolution, Format and Location

Typically, proxy editing has lived within the walls of the newsroom and has been limited to basic cuts only. Now, with HTTP streaming over the ubiquitous public Internet, and fully featured editing tools that can seamlessly switch between resolutions and formats, a proxy workflow can deliver news editing sophistication anywhere in the field with desktop convenience. GV STRATUS Wide Area News workflow takes that agility a stage further, with the ability to seamlessly mix locations on an extremely agile timeline, eliminating the need to physically move equipment, people or media.

Using a standard, no-frills Windows notebook and EDIUS, field crews can edit their locally shot high-resolution ENG material together with low-resolution content stored at the station, without having to transfer files across to their local storage. GV STRATUS allows remote users to search and preview content housed on central production storage, streaming proxies across low-bandwidth Internet connections.

No media is copied over to the field, it is simply streamed and cached on the local machine, so that it can be edited on the versatile EDIUS timeline. Reporters can produce a complete edit in the field and send it for final conform in the newsroom, where the GV STRATUS conform server will automatically substitute full-resolution content for any proxy files used in the field. Reporters can even write their story introduction and link to a MOS placeholder in the Newsroom Computer System, all remotely.

Additionally, workflow rules can be set up to automatically and simultaneously publish the content to websites, video-on-demand portals and social media platforms.



### You win with...

- Tight integration with the NRCS without setting foot in the newsroom
- Seamlessly mixing resolution, format AND location
- A tool that can manage any format

### Remote Editing from Any Internet-Connected Location

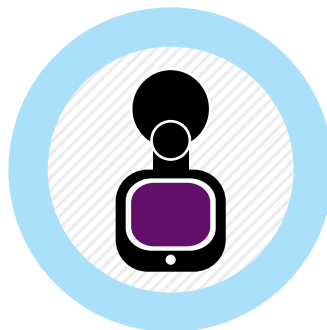
- Field editing
- Multisite editing
- Low-res streamed proxy
- HTTP caching
- No need to upload content to the Cloud before using
- Codec agility in EDIUS editor and conform server



**POTENTIAL CITIZEN JOURNALISTS**

**3.734 BILLION**

(Source: we are social - August 2015)



**DASHBOARD CAMERAS SHIPPED IN 2014**

**18.3 MILLION**

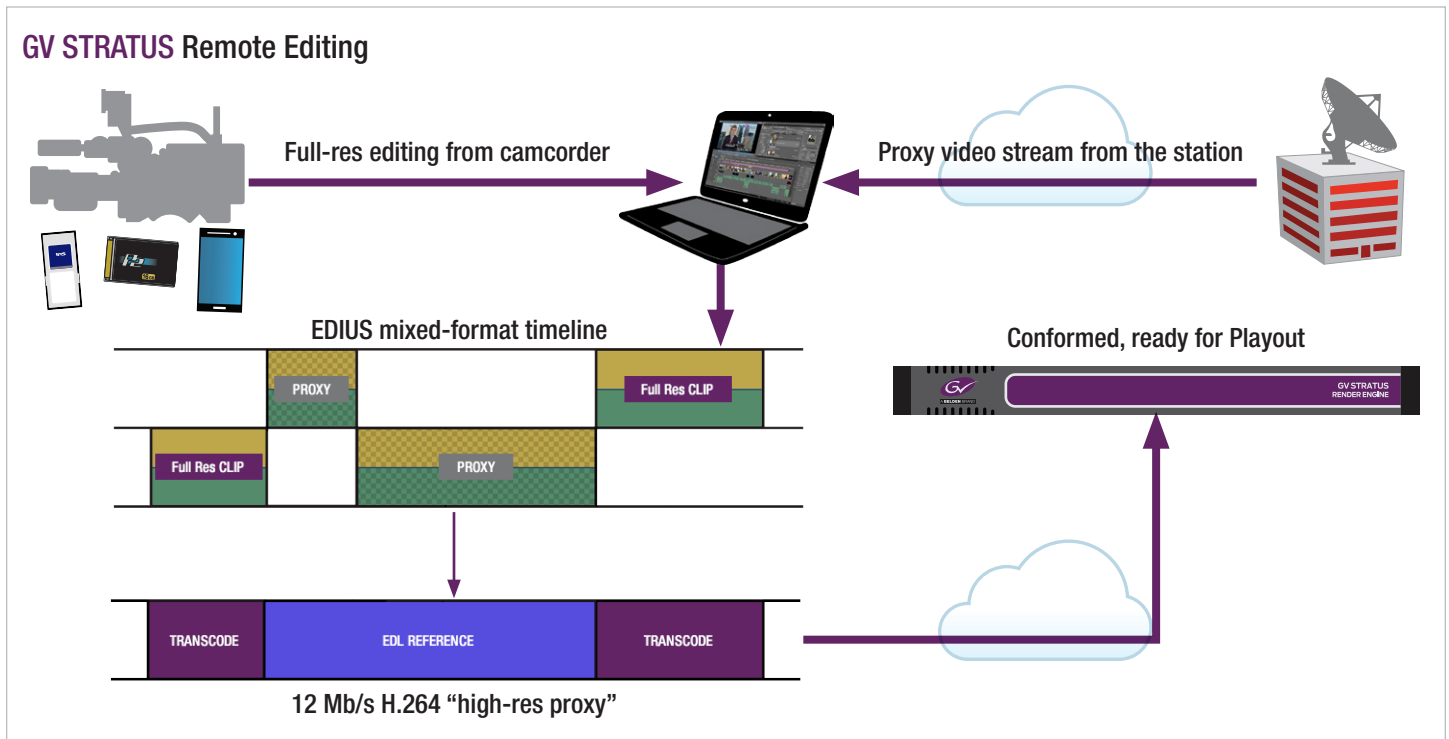
(Source: Transparency Market Research - July 2015)



**MOBILE BROADBAND ACCESS**

**50 MILLION NEW SUBSCRIBERS EVERY MONTH**

(Source: Ericsson - August 2015)



**EDIUS — Edit Anything, Anywhere**

Because most mobile devices record video in H.264 — or AVCHD variants — native “real-time” processing of these “wild” formats is a must. You don’t want to be waiting for footage to be transcoded, either when importing or saving — and with some NLEs, you have to wait for both!

EDIUS supports a wide range of codecs and formats, many of them natively. It’s this ability to “edit anything” which gives it the reputation of being the fastest NLE on the market, and a natural fit for news editing. Whether the field source material comes from camcorders, DSLRs, smartphones, not-so-smartphones or dashcams... it doesn’t matter, EDIUS can edit them all.

Tightly integrated with GV STRATUS, EDIUS provides a wide range of tools for news editing and production. Using the same editor in the field and the newsroom saves time and resources, without the need to train users on different editing tools. When field notebooks are back in the newsroom, they can be re-connected to GV STRATUS, so that the entire project — content, effects, etc. — can be archived or centrally stored for sharing.

**Bring the Newsroom to the Field and get stories to air faster!**

GV STRATUS removes the distance barrier, so that wherever you are, you have access to archive content, b-roll, station IDs, graphics and even content from affiliated stations. All optimized for low-bandwidth, high-latency networks.



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