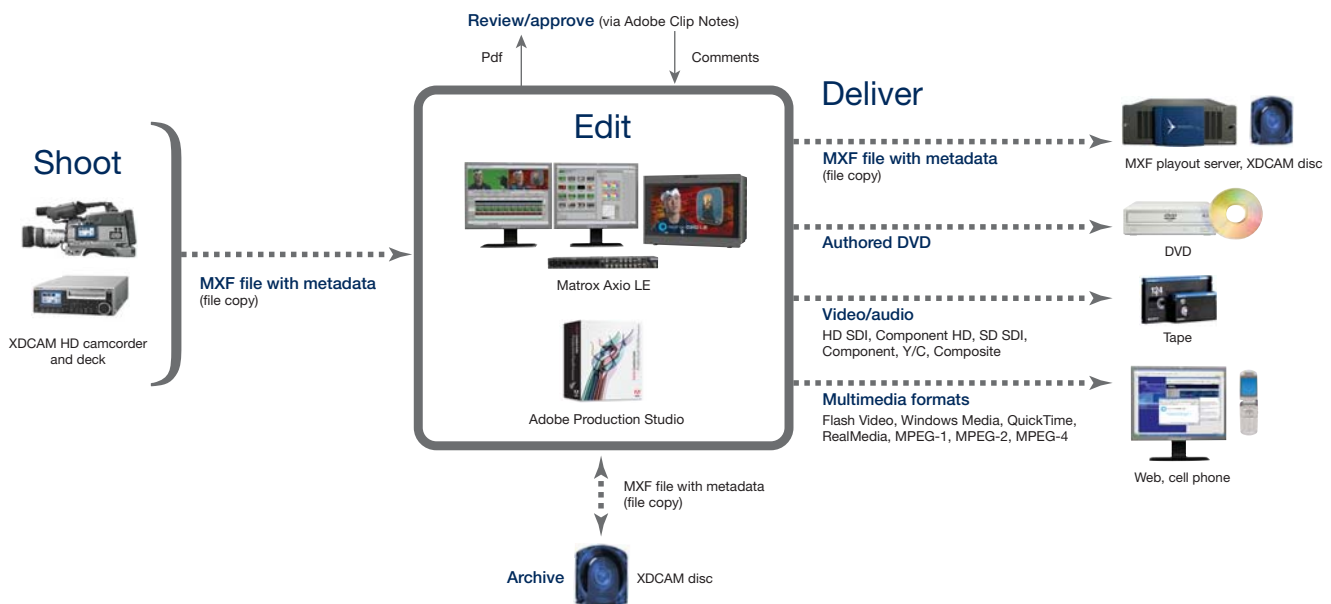


# The Ultimate Tapeless HD Workflow

What are you working on today? Whether it's a television program, documentary, commercial spot, corporate video, or feature film, you can get it done faster and more cost effectively with a combination of Sony XDCAM (for SD and HD), Matrox Axio, and Adobe Production Studio.

This end-to-end solution increases productivity throughout the entire production process from shooting through editing, approval, delivery and archiving. The Sony XDCAM camcorders record files on optical disc that can be edited by the Matrox Axio editing system and Adobe Production Studio applications in real time. Lengthy waits for footage to be captured, files to be converted, and timelines to be rendered are a thing of the past. Even the review/approval and archiving processes are easier and more efficient than ever before.



**Shoot** — Sony XDCAM optical disc-based acquisition lets shooters move away from the linear nature of tape and eliminates the need to digitize footage before it can be edited. The XDCAM camcorders record high-quality DVCAM, IMX, or MPEG HD video at various quality settings as MXF data files on inexpensive optical disc-based storage. These digital data files can be transferred, copied, downloaded or transmitted at high speed over networks or FireWire using a personal computer.

The XDCAM HD camcorders are part of the Sony CineAlta family and therefore support 23.98 recording. In-camera fast and slow motion effects let you express your creativity using excellent-quality speed effects.

**Edit** — To start editing, all you have to do is copy the data from your XDCAM disc to your Matrox Axio editing system. You can use the Sony PDZ-1 software, Windows Explorer, or an FTP browser to copy the high resolution MXF files to your local storage. Note that you cannot edit directly from the XDCAM or XDCAM HD deck.

Axio makes it easier for you to manage your XDCAM assets by extending the Windows Thumbnails View to show icons for the MXF files. Metadata can be seen in the Windows Details View.

#### What is MXF?

MXF (Material eXchange Format) is a standardized (by SMPTE) file exchange format that assures interoperability among devices and systems. XDCAM uses .mxf files rather than .mov, .avi, or .mpg files, for example.

MXF is designed for today's file-based workflows and provides a common way of packaging video and audio along with metadata so that information about the content is maintained as it flows through the production process.

Matrox Axio enables Adobe Premiere Pro and Adobe After Effects to natively edit the MXF files that are written by the XDCAM camcorder. There are no time-consuming file format conversions and no need to waste disk space managing multiple versions of files. In addition, metadata is retained and can be read in Adobe Premiere Pro. Matrox Axio also lets you work seamlessly with the other Adobe applications, fully supporting Adobe Dynamic Link and providing WYSIWYG video output support for Adobe After Effects and Photoshop CS2, as well as other animation and compositing packages.

Matrox Axio features no-render HD and SD finishing in a wide range of compressed and uncompressed formats, superior realtime color correction tools, advanced realtime effects, and a full complement of analog and digital audio and video inputs and outputs.

Axio's powerful and scalable architecture lets you edit multiple HD and SD MXF streams simultaneously and mix them with other formats in real time. XDCAM HD files recorded at all three bit rates: 35 mbps (HQ), 25 mbps (SP), and 18 mbps (LP) – can be mixed together on the same timeline and played back in real time. Both over and under cranked files created by the XDCAM HD camcorder's "Slow & Quick Motion Function" (variable frame rate mode) can be played back in real time without rendering.

**Review/approve** — Getting team and client feedback is essential to most video projects. Adobe Clip Notes makes edit reviews simple. You no longer have to export rough cuts to disc or tape, or try to match various comments to the shots. Your teammates and clients can mark your rough cuts directly by using free Adobe Reader software, then send comments to you via e-mail. You can import their comments directly into your project, where they appear as markers in the timeline for you to review. Matrox Axio accelerates the creation of Adobe Clip Notes files.

**Deliver** — Once you've finished your edit, Matrox Axio lets you quickly and easily deliver to any format you desire, from HDCAM tape to the latest cell phone!

- Export standard and high definition MXF files directly to your playout server or XDCAM deck
- Play out your timeline over SDI and record in real time to your XDCAM or XDCAM HD deck
- Record to HDCAM tape in real time if you want the highest quality for film printing
- Export directly to DVD from Adobe Premiere Pro, taking advantage of Matrox Axio's acceleration
- Use the Adobe Media Encoder to export to a variety of multimedia formats, taking advantage of Matrox Axio's acceleration
- Export to Flash Video for integration into rich web experiences and for playback on Flash Lite-capable cell phones, taking advantage of Matrox Axio's acceleration

**Archive** — Archiving is a simple matter of storing your material on XDCAM optical discs. They are inexpensive and better than tape because they offer convenient random accesses to your material.



Sony, XDCAM, CineAlta, MPEG IMX, HDCAM and DVCAM are trademarks of Sony.

