



PlayMaker for News Production

Ultra-fast editing for breaking news



With growing competition in news production, you need to react quickly to events around the world and be the first on air with your breaking news coverage. PlayMaker™ helps you stay on top of the news, as it unfolds. With 24/7 ingest of multiple incoming feeds, real-time collaborative workflows, and powerful editing tools for immediate playback, PlayMaker is designed to speed up turnaround time to meet the growing challenges of live news production.

Turn around better stories faster

PlayMaker enhances your Avid® news workflow by providing the fastest possible turnaround times, while reducing procurement and operational costs. It easily integrates into your existing newsroom, enabling you to deliver high-quality inspiring content, faster than your competition.

With PlayMaker, you never lose a single frame of your story. With its new collaborative workflows, PlayMaker-ingested streams are instantly available for “Edit While Capture” operation to Interplay® | Production, MediaCentral® | UX, and Media Composer® users for faster turnaround. Instantly roll back on your recorded feeds, mark selections, and use the editing tools to group the clips into playlists for instant playback. Start playback and keep adding items or adjusting the playlist while it’s on air. You can also reorder or remove items, providing full flexibility even in the most demanding live news workflows.

Store and access volumes of media quickly

PlayMaker offers an extended internal storage capacity and loop-recording capabilities, enabling you to roll back as much as 24 hours of footage and find all of the relevant segments you need. With its embedded import/export capabilities, there’s no need for additional expensive and complicated intermediate hardware, saving you time and money.

Enable collaboration with Interplay | Production

With the new streamlined workflow, you can now share PlayMaker-ingested material across your entire

Interplay | Production environment. Use PlayMaker NetStream Engine to ingest streams to Avid NEXIS™ in real time, making it available for “Edit While Capture” operation. Or record all feeds 24/7 and access and acquire footage immediately, with the ability to set in/out points, tag media, and automate export to Avid NEXIS and check in to Interplay | Production immediately. This enables journalists and other local and remote collaborators to access any ingested content within seconds using Interplay or MediaCentral | UX, maximizing efficiency.

Get post-production capabilities in a real-time environment

PlayMaker’s new FlexFX provides enriched storytelling capabilities, enabling you to add real-time video effects and graphic transitions to news highlights in live productions—even when turnaround times are short. Enhance video playlists with amazing video effects, including glow, film, sepia, and more, as well as full 3D graphics transitions. And easily edit graphic templates right from the touchscreen for immediate real-time playout, providing a much better storytelling tool for any fast-paced production.

Choose the ideal bundle for your needs and budget

PlayMaker now comes in three cost-effective bundles, providing everything from a streamlined record, edit, and playback package, all the way to a fully redundant environment with embedded import and export.

PlayMaker Bundles	PlayMaker Basic	PlayMaker Premium	PlayMaker Elite
PlayMaker Controller	1 included	1 included	2 included
PlayMaker HD/SD 6 in / 2 out system	1 included	1 included	2 included
Pivot Windows-based controller	Not included	Included	Included
Export/Import plug-in	Not included	1 included	2 included
NetStream	Not included	Not included	Included
PlayNet clip sharing	Not included	Not included	2 included

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For more information, visit www.avid.com/playmaker