



EDITSHARE SHIPS FLOW 1.2

New SD/HD Multi-Channel ingest and browse features include Avid and Final Cut Pro sequence sharing, enhanced logger, customizable metadata fields and templates

Boston, MA – January 28, 2010 - EditShare®, the technology leader in cross-platform collaborative editing and shared media storage systems, has announced the availability of EditShare Flow 1.2. Fully integrated with the award-winning EditShare shared storage solutions, Flow offers advanced recording and media management capabilities for postproduction and broadcast production workgroups. *“Flow 1.2 features, such as real-time proxy creation, shared bins and sequences, and Universal Media File™ technology, go far beyond traditional multi-channel ingest and browse solutions,”* said Andy Liebman, Founder and President, EditShare. *“With Flow 1.2, we have removed many bottlenecks in both pre and postproduction. Users have unprecedented access to content via the enhanced Universal Media File technology. No format conversions are needed. The new sub-clip and sequence creation functions allow producers, reporters and assistant editors to immediately start selecting clips and pre-editing without tying up an edit bay. Thanks to Flow’s new customizable metadata templates, media can be effortlessly tagged with relevant descriptive terms and editors can quickly locate content and turn around media rich packages with the best available content.”*

Highlights of the new Flow version 1.2 release include:

- **NEW Avid® & Final Cut® Pro® Sequence Support**
Exclusive integration between EditShare and Automatic Duck creates an industry first – the new EditShare Universal Media File Technology allows Avid and Final Cut Pro editors to share and edit the exact same media files and exchange sequences between the two applications – without any transcoding, re-linking, duplicating media or re-rendering.
- **NEW Real-time Logging & Custom Metadata Templates**
The new Flow Logger application offers customizable metadata fields that are ideal for productions such as reality TV and live sporting events that ingest

and log the same type of content often. Flow Logger allows users to create customized metadata fields with the names of contestants or sports players, standardize words that describe actions and story lines, and save these configurations as a template for repeated and future use.

- **NEW Avid & Final Cut Pro Sub-clip Creation**

In Flow Browse or Flow Logger, editors can easily create Avid and Final Cut Pro sub-clips during or after ingest. All sub-clips are available to drag and drop directly into Avid and Final Cut Pro bins.

- **NEW Flow Scan**

This simple, but powerful new function allows users to scan EditShare storage servers for media captured outside of Flow. Proxy files are automatically generated and media is catalogued in the Flow database, optimizing Flow searches across EditShare Media Spaces.

- **NEW Flow Projects**

With Flow's new Projects feature, producers, editors, and assistants can now organize media into bins and create sequences before reaching the edit bay.

About the EditShare Flow Product Line

EditShare Flow consists of ***Flow Ingest***, ***Flow Logger*** and ***Flow Browse***. Flow Ingest supports an extensive range of codecs and wrappers, including Avid MXF® and Apple® QuickTime® formats. Flow's ability to encode simultaneously in 2 high resolution formats and a proxy eliminates the need for background transcoding and proxy generation after capture. The new Flow Logger application includes flexible metadata templates and tools for maximizing the organization of projects and media. Flow Browse completes the workflow with advanced capabilities for searching and assembling media from the EditShare Media Space.

EditShare Flow feature highlights include:

- Universal Media File Support
 - Single file format that can be used by a wide range of editors and composers including Avid and Final Cut Pro.
- Multi-Channel Capture

- Each Flow Ingest Server can capture up to two channels of HD-SDI or 4 channels of SD-SDI, and the number of ingest channels can easily be scaled up at any time by adding more Ingest Server chassis.
- Multi-Format Support
 - Input from each channel can be saved in up to two formats plus proxy simultaneously.
- Centralized Ingest
 - One location for all media input. No tying up an edit bay. Ingest material straight to your EditShare Media Space.
- Customizable Logging Templates
 - Configurable Flow Logger templates standardize content cataloguing. The rapid one click logging is ideal for fast-paced reality shows and sports events.
- Search and Access all Your Media Assets
 - With its powerful search engine, Flow Browse lets you see all the material stored on your EditShare without tying up an edit bay.
- Metadata Management
 - Display clip metadata including customizable fields.
- Shot Selections
 - Set in and out points of a clip outside the editing application.
- Sub-clip Creation & Drag and Drop
 - Break long clips into smaller sub clips; drag and drop media directly into Avid and Final Cut Pro bins.

About EditShare Complete Collaboration Products

EditShare shared storage solutions, EditShare Storage Series and EditShare XStream Series enable editors and composers to easily and economically share media and work collaboratively regardless the platform or application. Users connected to an EditShare network can seamlessly access in real-time a common pool of media files. Source material, work in progress and finished packages are shared and instantly available to all users on the EditShare network. The rules-driven workflow ensures that no data is ever overwritten or accidentally destroyed.

EditShare Flow and EditShare Ark bookend the shared production storage workflows with advanced multi-channel ingest/browse and archiving/back up capabilities. The integrated solutions provide a highly scalable, end-to-end media management workflow.

About EditShare LLC

EditShare LLC is the pioneer of a new category of collaborative editing solutions designed for

digital media workgroups and production companies. The EditShare system fuels the collaborative creative process for digital media artists by delivering high-quality, high-performance, and cost-effective networked collaborative editing solutions. For more information, please visit www.editshare.com.

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