

# Using Interplay | MAM Desktop with Interplay | MAM



Interplay® | Media Asset Manager (MAM) Desktop is one of two web-based applications you can use to retrieve, browse, catalog, generate shot lists (EDL), upload, and download media assets in Interplay | MAM—the other being Avid® MediaCentral™ | UX. MAM Desktop provides a familiar, hierarchical folder structure to store personal collections of media objects, queries, and EDLs. Or for more enhanced metadata editing, Interplay | MAM Cataloger enables you to add and edit timecode-based metadata with great detail. Plus, the system integrates with third-party applications to provide the workflows you need.

- Access rich media content from any desktop with the web-based interface
- Quickly find content using the powerful yet intuitive retrieval functions
- Validate search results by providing metadata and essence views for all content types, as well as unique storyboard and light table views for video content
- Edit metadata quickly through the cataloging features
- Accelerate content-related workflows
- Easily distribute content using import and export functionality

With Interplay | MAM Desktop, you can query the MAM database and connect with legacy databases, display hit lists, and view the details of the media objects found. Choose from four different query modes—simple, advanced, strata, and combined—to find the assets you need.

## System access and collections

Interplay | MAM Desktop features multilevel folders. Each folder type defines the provided features, including the contents of a physical directory on a device, all processes in a given status, or all objects and EDLs in a folder.

An object in Interplay | MAM Desktop is a reference to content known either to Interplay | MAM or to one of your integrated third-party systems. Interplay | MAM Desktop retrieves and displays details about an object as soon as you select it. You can then work with the object in a variety of ways using drag and drop, copy and paste, or various menu operations.

For example, by dragging and dropping an object into a folder, you can instruct Interplay | MAM Desktop to process a defined action. These folders enable you to perform a variety of tasks easily, such as:

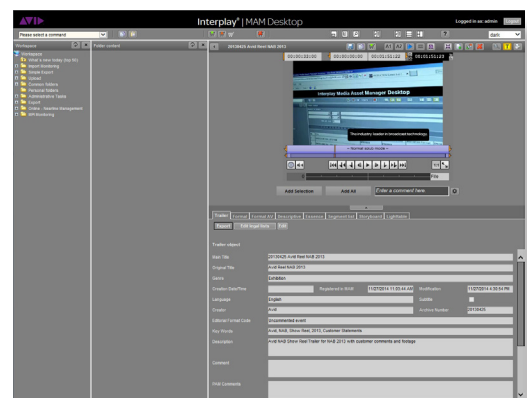
- Collect objects, EDLs, or queries
- Collaborate with other users by sharing information and content
- Monitor assets with automated queries such as “What’s new?”
- Organize workflows using folders as to-do lists for the daily work
- Interact with other users by initiating workflows and monitor the fulfillment of system processes (such as transferring files between video servers to archive, restore, or simply move media)
- Browse external devices such as file systems or video servers

Each folder supports an individual set of access rights that applies to groups and to the user who owns the folder. Together with Interplay | MAM User Management, this feature not only enables you to limit folder access to certain groups, but also create private folders that can only be seen by the folder’s owner. Therefore, it is possible to create public areas, workgroup-shared areas, and private areas. Access control also ensures that only users with sufficient privileges can use certain features, access certain information, and place or process certain orders.

## Search

**Quick search** features a simple-to-use, single query line interface and is conceptually similar to web query forms like Google. If you have no detailed knowledge about the data model, or you want to use a simple search interface, you can use quick search to perform a simple search across all metadata elements, regardless of whether they are attributes or strata. It also supports Boolean operations and wildcard searching.

**Advanced search** in Interplay | MAM Desktop provides a search form, enabling you to perform more sophisticated searches to narrow your search results down further using attributes.



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**Strata search** is ideal for searching time-coded metadata, making it easier to find specific video or audio content. You can select the strata (layered metadata) to search from drop-down lists. Within each query line, you can use Boolean operators in combination with your search criteria, enabling you to, say, narrow down the search to show only video segments where a certain politician (cataloged in the stratum “persons”) uses a certain term or phrase (as cataloged in the stratum “transcript”), such as Barack Obama saying “Yes, we can.”

**Combined search** offers a combination of the aforementioned types of queries. This query form enables you to combine “full text,” attribute, and strata queries.

**Custom search** is an addition to the four standard search forms, enabling you to configure forms that may include a single query line for full text queries; a number of attributes or attribute groups with the search fields arranged in a multi-column, multi-line grid; and a number of strata pre-selected in the form.

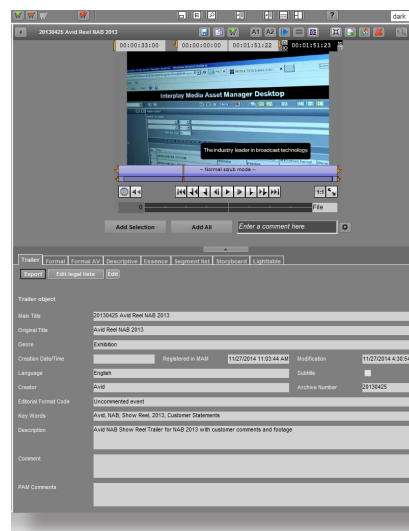
**Hit lists** contain all of your search results. You can use configurable hit list templates to define the structure of the hit list and determine the attributes from the data model displayed. Each column of the hit list contains a separate attribute. The hit list is paginated based on the maximum number of hits per page you set. You can navigate through these pages using the forward and back icons or hit list page numbers. Apart from descriptive attributes, such as a title and subtitle, the hit list may also include identifiers, technical attributes, durations, and rights status information using traffic light icons. Representative image and/or video thumbnails can form part of your hit list template; you can even take complete video clips into EDLs using copy and paste.

## Preview

Interplay | MAM Desktop's detail views display the metadata (attributes), the essence files associated with a media object, the time-coded segment lists (logs) and storyboard, and light table associated with a video object.

The collapsible **Web Cut** pane enables you to preview the proxy of an object or EDL. The player also acts as the source monitor for EDL editing, giving you the possibility to set in and out markers.

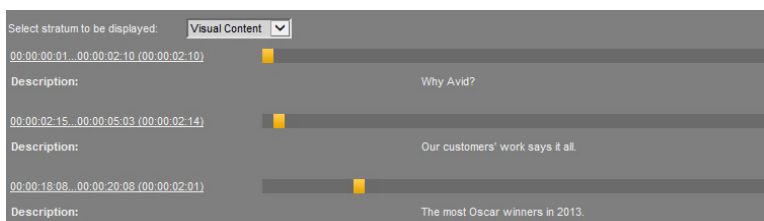
**Metadata view** displays the attribute-level metadata associated with the selected media object. Which attributes are displayed depends on the content genre of the selected media object. For each content genre, such as TV sports programs, news, magazines, pop music, and wildlife, you can define images with different attribute sets in the Interplay Data Management Configurator. The display layout is determined by the accompanying metadata template, organized in the Configurator and associated with this content genre. Metadata view also includes (subject to user rights) toggling to Web Cataloging to edit attribute values and download/upload metadata as AXF files. You can also define separate metadata views for specific user groups.



**Essence view** lists all essence packages and files, including production-quality copies and browse proxies associated with the selected media object. This detailed view displays all metadata of the essence files, as well as locations where the essences are and the file properties. You can also create and delete essence packages and essences, and use the web browser to upload and download essences onto your own workstation.

Using the Essence view, you can also shift an essence to another essence package and transfer an essence from one location to another (if allowed by the underlying infrastructure).

**Segment list view** displays the segments of a selected stratum and the time-based metadata (logs) associated with these segments. This view provides a quick overview of the segmentation and the time-coded annotation of the media



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object.

**Storyboard view** provides a quick overview of the segmentation, the visual content, and the time-coded annotation of the selected media object. It displays the segments of the currently selected stratum, the time-based metadata (logs), and key frames associated with these segments. The segment list and storyboard views greatly accelerate EDL creation, and segments from these views can be inserted directly into EDLs.

**Light Table view** provides an intuitive visual abstract of the video at a glimpse showing the key frames in chronological sequence, from top to bottom and left to right. Tool tips display timecode associated with a key frame. By clicking on a key frame, browse video playback starts at the timecode position associated with the key frame. You can define clips by marking in and out key frames and copying the clips to a basic sequence.

## Editing

You can create simple video or audio sequences (EDLs) in a folder, selecting basic properties such as the title, frame rate, sample rate, and, if available, the sequence type. To edit the EDL, just open it in Web Cut (record monitor). You'll see a preview of the EDL with playback controls and a shot list that enables you to rearrange and delete takes.

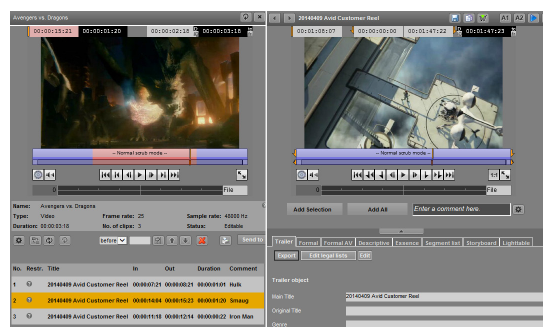
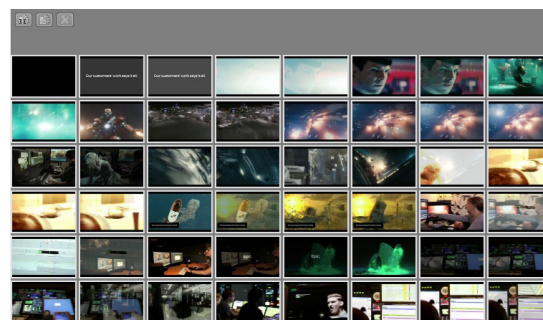
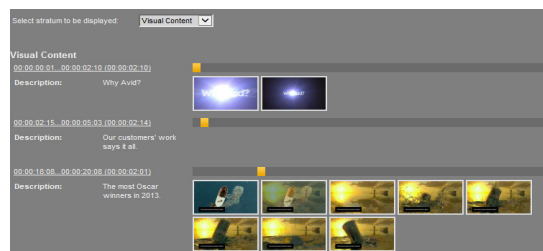
The preview player of the object details (source monitor) enables you to select ranges from video or audio objects and add them as a new take to the EDL that is currently open. In the same way, you can modify existing takes of an EDL. The take is loaded from the list to the source monitor; you simply set new in and out points and then either update the take or add it as a new one.

Web Cut saves changes to the EDL automatically with each operation. You can define whether the EDL update is handled manually or automatically after each edit operation and whether to synchronize the navigation in the shot list with the player's navigation bar.

## Workflows

Workflows in Interplay | MAM are based on a flexible model that includes the process flow definition, the process data, user interactions, and automated scripted tasks. You can perform interactions with processes using the Process folders. To initiate a workflow for an object or EDL (for example, delivering an asset to another system), you can either drag the objects or EDLs to the folder or create a new process using the folder's context menu. A form will open to enter the initial metadata and attach more objects and EDLs. Then simply confirm your settings in the dialog to create and start the process.

You can monitor your active processes in the folder, though the folder owner is the one who can define the visible process by limiting the list to process types and other filter criteria. You can interact with various processes—to handle review and approval, for example—by opening the process to a detail view. For each user task, a tab will display the metadata relevant for the task, the list of attachments, and buttons for the operations that complete the tasks. You may also be able to attach new assets or remove attached assets, depending on the process definition for the task. When the manual work for a task is done, you complete the task by choosing an operation using one of the buttons—in our approval task example, you may approve or reject the content. You can also delegate a task to another user or user group if the process definition allows this operation.



For more information, visit [avid.com/InterplayMAM](http://avid.com/InterplayMAM)

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