

Experience working with JVC and Avid Media Composer v5



In mid-June 2010 Avid will release a new version of its flagship editors. The versions included in this release will be Media Composer v5, NewsCutter v9 and Symphony v5. This is a significant upgrade, and it includes many new features and improvements. Amongst other things, Avid has expanded support for file-based material. You may find more information on www.avid.com/mediacomposer.

A few words about AMA

AMA (Avid Media Access) is a plug-in architecture that will link material coming from file-based cameras. Originally released in 2009, AMA focused on mainstream file-based cameras such as P2 and XDCAM. With the 2010-release of the editors, Avid expands AMA to include QuickTime files, RED files, MXF OP-1A files and much more. AMA reads the source files natively, eliminating the need to copy, re-wrap or transcode your video before you can start editing. Your material can either be read directly from the memory card, or read from a copy on your hard drive. When connecting a camera or memory card with video content, Avid editors will automatically recognize it, and your Avid editor will automatically import your video into a bin – no user action required! AMA works the same way for PC and Mac.

AMA and JVC

Previously, AMA did work with MP4-flavoured material coming from the JVC ProHD camcorders. With the upcoming release of the editors, Avid now also supports QT files natively through AMA. Thus, customers can now shoot the format of their choice, with the confidence that their Avid editor will be able to open, play and edit the material natively – with no time-consuming re-wrap, copying or transcoding.

Limitations

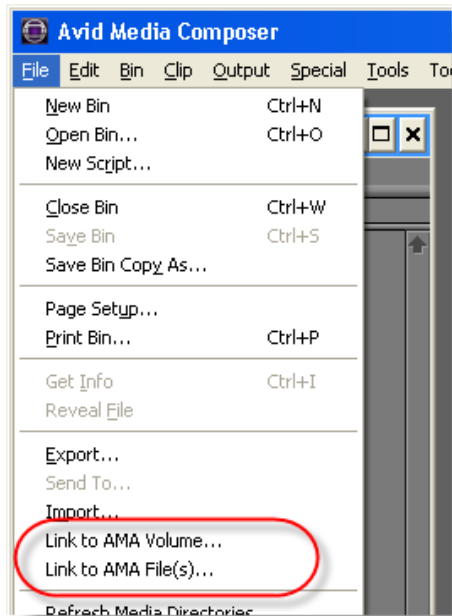
This document is written based on a copy of a SDHC card with content shot by a GY-HM700E. A beta version of Media Composer v5 was used. Features are subject to change. Avid makes no representations or warranties of any kind, either express or implied, with regard to this document.

For updated information, please see www.avid.com and www.avid.com/ama.

AMA in use

If you do have the camera or original memory card available, demoing AMA is easy. Generally, all you need to do is to insert the card or connect the camera once the Avid editor is up and running (with a project open). Your operating system will recognize the device and map it as a drive. As soon as that happens, your Avid editor will automatically load the clips into a bin ready for you to use.

So, what if you have a copy of your card? No problem. All you need to do is to tell the Avid editor where your copy is located by using one of two methods.

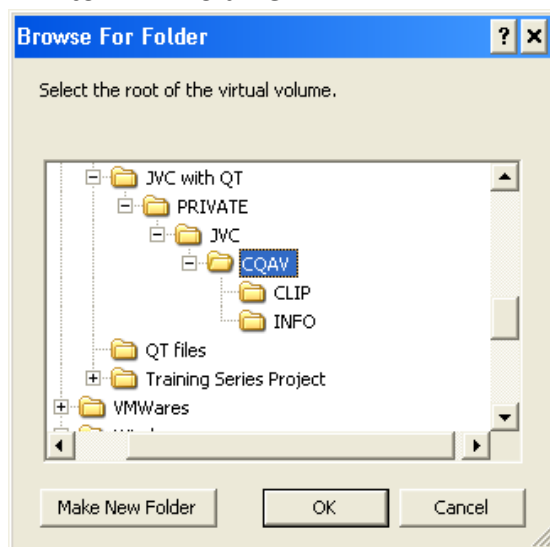


- File -> Link to AMA Volume...
- File -> Link to AMA File(s)...

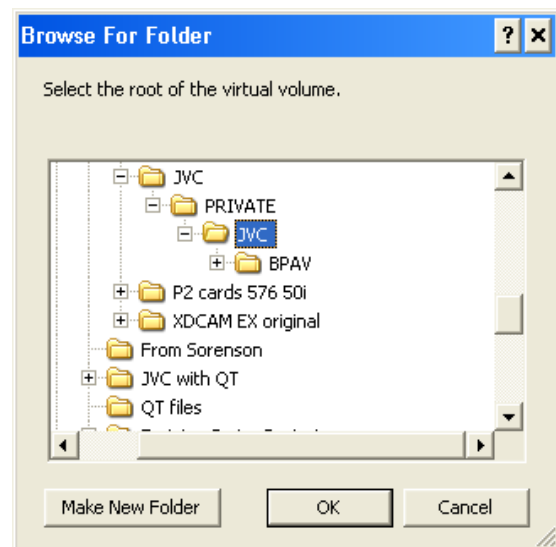
Generally, for MP4 workflows please choose *'Link to AMA Volume...'*.

For QT workflows, you can use either of the two approaches to get your material into your project.

Link to AMA Volume



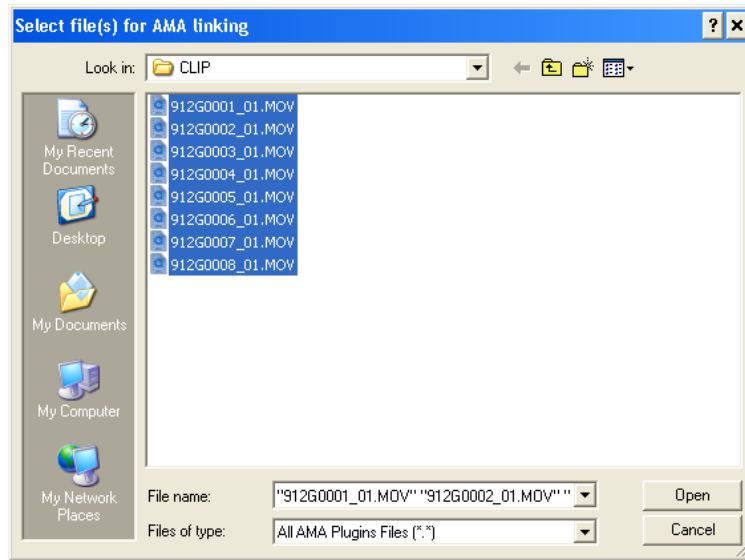
Folder to pick for QuickTime (.mov)



Folder to pick for MP4 (XDCAM EX)

When *'Link to AMA Volume...'* is selected, you're asked to browse for a folder. Browse for your material, and specify the folder named *CQAV* (selecting *CLIP* folder may also work). For MP4 (XDCAM EX) please specify the folder containing the *BPAV*-folder.

Link to AMA File(s)... (QuickTime .mov)



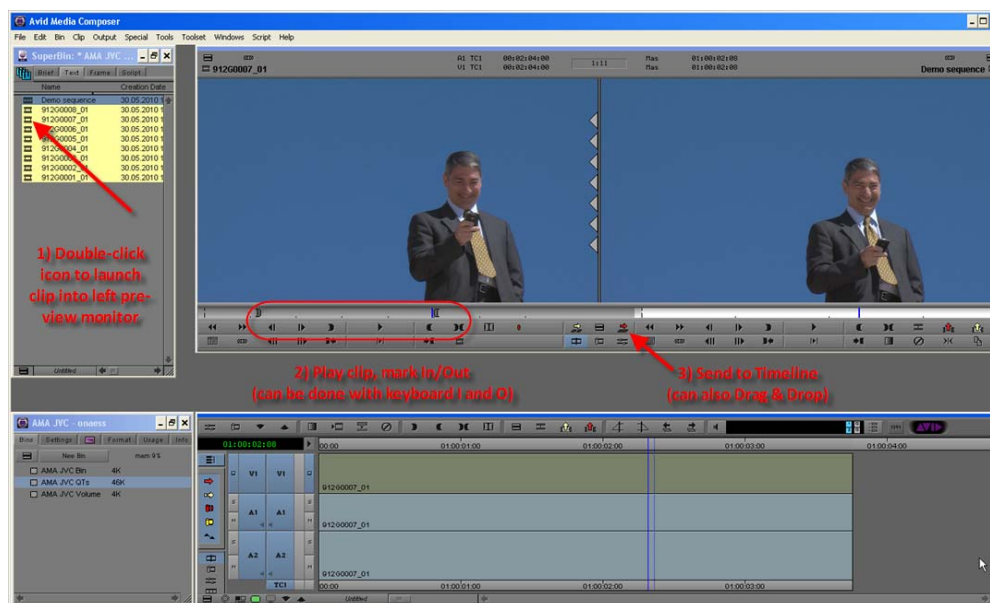
When selecting 'Link to AMA File(s)...' a slightly different browse window opens. Locate your *CLIP* folder, and select one or multiple files. When ready, click [Open].

What's best – QuickTime or MP4 recordings?

From a quality and performance point of view, it is all the same for the Avid editors. However, when choosing the MP4 (XDCAM EX) recording, it is richer in metadata. When working with a copy of the MP4 files, you should always select 'Link to AMA Volume...' and browse for the folder that contains the *BPAV*-folder.

Demo AMA in Media Composer v5

Once you've created the links to your AMA clips, you can double click one of your clips to load it into the preview window and play it instantly. Putting clips to your timeline can be done in different ways. For simplicity, either drag clips directly from the bin to your timeline, or double click the clip to load it into your preview window. Once in your preview window, use spacebar to start playing the clip, and press [I] and [O] on the keyboard to mark Inpoint and Outpoint where you would like your new clip to start and stop. To send to the timeline, click the *Overwrite* button.



Tip: If the windows does not open as organized as above, please choose *Toolset -> Source/Record editing* from the top menu to position the windows.