

EditShare To Exhibit At Broadcast Video Expo 2010

Showcase latest enhancements to EditShare multi-channel ingest, shared production storage, and archiving product lines as well as the recently acquired Lightworks/Geevs non-linear editing, and playout solutions

Jan. 6, 2010 - [PRLog](#) -- London, UK -- EditShare™ today announced plans to exhibit at the Broadcast Video Expo (BVE) 2010 exhibition held in Earl's Court, February 16th through the 18th. The 60 sq meter stand located at the front of the exhibition hall will offer demonstrations of the EditShare Complete Collaboration product line and the newly acquired Geevs and Lightworks technologies. Highlights of the technology showcase include;

EditShare Flow

? Multi-Channel Ingest and Browse, unique Universal Media File supports Apple® and Avid® formats simultaneously.

EditShare's unique Universal Media File technology – a core feature of the EditShare Flow product line - allows a single media file to be used simultaneously by Apple and Avid editors. Special integration with Automatic Duck's Pro Import FCP and Pro Export FCP enables editors to translate bi-directionally between Avid and Final Cut Pro sequences. The integration eliminates timely conversions and provides the first transparent media sharing workflow for Avid and Final Cut editors.

EditShare Storage Series and XStream Series

? Shared Production Storage for Mega-User Workgroups and Digital Intermediate Workflows

EditShare shared storage solutions, EditShare Storage and 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. With the unique EditShare Project Sharing, Apple and Avid editors can draw on the same central pool of media and work in the same project simultaneously, freely sharing materials and ideas.

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.

Geevs Automated Playout and Lightworks Editing Solutions

? Automated Multi-channel SD/HD Playout & Feature Film Editing

Exhibiting for the first time under the EditShare marquee will be the full line of Geevs playout solutions. Designed to manage automated SD/HD playout of single and multi-channel stations, Geevs solutions bring enormous efficiencies and reliability for real-time and continuity multi-format playout.

Also on the stand will be the turnkey and software only versions of the Lightworks editor. One of the original non-linear digital editing systems, Lightworks is widely used by feature film editors including the multi-Oscar® winner Thelma Schoonmaker.

EditShare Ark

? Purpose-built media protection for broadcast and post

EditShare Ark provides digital and tape-based solutions for backups, mirroring, and archiving. These essential security features let users economically organize and manage media in a variety of scenarios, including LTO-backup and "spinning disc" solutions that can be upgraded to full EditShare Server Series with little to no downtime. EditShare Ark systems optimize storage costs without compromising quality or scalability.

To book a private technology demonstration, please contact Paul Saint at paulsaint@editshare.co.uk.

For press appointments, please contact Janice Dolan at janice@zazilmediagroup.com.

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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