



Avid | Edit On Demand Brings Over-The-Shoulder Collaboration to Remote Production Workflows

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SRT support ensures high-quality, secure streams directly from Media Composer for accelerated content review and approval

BURLINGTON, Mass., July 28, 2022 (GLOBE NEWSWIRE) -- [Avid®](#) ([Nasdaq: AVID](#)) today announced that the [Avid | Edit On Demand®](#) solution now supports "over-the-shoulder" workflows, made possible by SRT (Secure Reliable Transport) protocol support in the latest edition of [Media Composer®](#) editing software. This new capability further enhances the powerful, quickly deployable Avid | Edit On Demand cloud editing environment by securely streaming the video and audio output of Media Composer over the internet to anyone, anywhere using an SRT-enabled decoder, set-top box, video player or mobile device to view the playback in real time.

The Avid | Edit On Demand user experience is virtually indistinguishable from on-premises editing setups. It allows distributed post production teams to collaborate in the cloud as effectively as working together in a studio or other facility. Production teams can spin up virtualized resources including Media Composer seats with [Avid NEXIS®](#) cloud storage within hours, access their workflows from anywhere, and shut them down quickly when projects are complete. With greater collaboration through SRT, broadcast and post-production teams can distribute multiple outputs to multiple devices simultaneously, allowing for faster client review and feedback leading to timely project completion.

"In-person over-the-shoulder access for content review and approval has always been essential to successful workflows and now SRT ensures this is possible in remote and distributed editorial workflows," David Colantuoni, Vice President, Product Management for Video and Media Solutions, Avid. "Avid | Edit On Demand provides large and small teams with a virtual turnkey post production facility in the cloud that provides even greater agility, flexibility, and security to complete and deliver projects on time and within budget."

What is SRT?

SRT is an open source video transport protocol and technology stack originally developed by Avid's partner Haivision. Supporting SRT ensures choice and flexibility in establishing over-the-shoulder workflows that can be based on software, or a mix of hardware and software. Avid is one of four advisory members of the [SRT Alliance](#), a collaborative community of industry leaders and developers striving to achieve lower latency internet video transport by continuously improving SRT.

While SRT ensures secure streaming of content with end-to-end 128/256-bit AES encryption, Avid | Edit On Demand can also restrict client access to Media Composer output. Teams can connect to a Haivision SRT Gateway on premises or in the cloud to enable stream replication and firewall traversal so that devices behind a firewall can access streams without breaching network security.

Learn how Avid | Edit On Demand uniquely enables remote collaboration integrating over-the-shoulder experiences at www.avid.com/products/avid-edit-on-demand.

Avid Powers Greater Creators

People who create media for a living become greater creators with Avid's award-winning technology solutions to make, manage and monetize today's most celebrated video and audio content—from iconic movies and binge-worthy TV series, to network news and sports, to recorded music and the live stage. What began more than 30 years ago with our invention of nonlinear digital video editing has led to individual artists, creative teams and organizations everywhere subscribing to our powerful tools and collaborating securely in the cloud. We continue to re-imagine the many ways editors, musicians, producers, journalists, and other content creators will bring their stories to life. Discover the possibilities at avid.com and join the conversation on social media with the multitude of brilliant creative people who choose Avid for a lifetime of success.

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