



Cablevisión of Argentina

Simplicity of EDIUS strengthens workflow



CUSTOMER

Cablevisión of Argentina
www.cablevisionfibertel.com.ar

CHALLENGE

A technologically advanced editing system that could be loaded on any PC — even those with lower technical specifications — that is easy to use.

SOLUTION

Grass Valley EDIUS 8 NLE to generate content for more than 100 local stations throughout Argentina.

BENEFITS

- Workflow efficiency has been improved due to EDIUS's speed and operational simplicity
- No continuing monthly or yearly subscription costs for software
- Free upgrades throughout the life of EDIUS 8.x



Cablevisión has EDIUS installations at 100 locations in Argentina.

Cablevisión of Argentina, one of the country's most important pay-TV operators, uses Grass Valley EDIUS 8.3 to generate content for more than 100 local stations throughout the country. This content is used exclusively by Cablevisión and by several regional channels.

However, the story between Cablevisión and EDIUS is not new. Cablevisión has been using EDIUS for years. Juan Agra, sales representative for Megaservice, the distributor for Grass Valley in Argentina, notes that Cablevisión began installing EDIUS systems in 2005.

"That year, Cablevisión began equipping its stations for both production and postproduction with Canopus boards and EDIUS software [since acquired by Grass Valley]," said Agra. "The EDIUS NLE solution has always had a very good reception with the people in charge at Cablevisión for the great amount of functionality it offers — and we supported them with training."

Eduardo Gómez, responsible for the technical area of Cablevisión, stressed that one of the main features of EDIUS is its simplicity. "The workflow is improved by the sheer speed with which content is edited," said Gómez. "It's a very powerful tool, especially with continuous EDIUS updates we receive for increased functionality. We are now working in HD using XMF, previously using MPEG. No matter the format, decoding and encoding are definitely done without any problems."

Facundo Ortega, a member of Cablevisión's technical team, appreciates the simplicity of EDIUS: "When we were deciding on an NLE solution, we had to take into consideration the technological changes from 32 to 64 bits. Other NLEs required PCs with higher technical requirements. With EDIUS, you could always install it on any PC, including those with lower technical resources, or a laptop, because of its proxy editing capabilities. EDIUS is very easy to operate; with many codecs that allow creating a final file in a very short time, plus it can work with UST files to solve and correct audio problems. These are the most interesting features of EDIUS for us," adds Ortega.

In each of the more than 100 locations where EDIUS is installed, the workflow is similar: "Cameramen capture their footage and download from SD cards into the EDIUS PC or laptop. They pass it to the timeline and begin editing with EDIUS. When finished editing, the file is 'printed' and sent to our transmission system and placed in a broadcast playlist," says Ortega.



Juan Agra, sales representative for Megaservice, the distributor for Grass Valley in Argentina.



Part of the technical team of Cablevisión of Argentina: Facundo Ortega, Pablo Riquelme, Esteban Canteli, Adolfo Gómez and Matías Poch.

The Argentinean operator is currently using EDIUS version 8.3, which provides improvements over version 7 including an improved graphical user interface, support for the new Canon XF-AVC format, a new clip management tool that improves workflow, and accelerated playback of the H.264 4K codec.

Megaservice's Agra points out that EDIUS 8 uses Intel Quick Sync Video, which allows publishers very fast export of H.264, making it very useful when using smartphone images and uploading them to social video channels such as YouTube. And output is in high resolution, including 4K/UHD material.

"The simplicity of EDIUS meant that there has been no need for support. Information given during operation and technical training is very clear and simple, and immediately understood by the operators. It is very simple to use with, at the most, two days of training," said Miguel Ojeda, senior planning and design analyst.

Ojeda points out an element that reinforces the flexibility of EDIUS for Cablevisión: "We changed the boards a couple of times during the past 10 years, but we still use the same software to edit, although a different version. It's totally user-friendly and gives us a lot of confidence in operation at our smaller stations. EDIUS has met all of our expectations."

Technical team member Adolfo Gomez says he expects new EDIUS updates in the future to continue. "It's a platform that we will definitely continue to use."

