

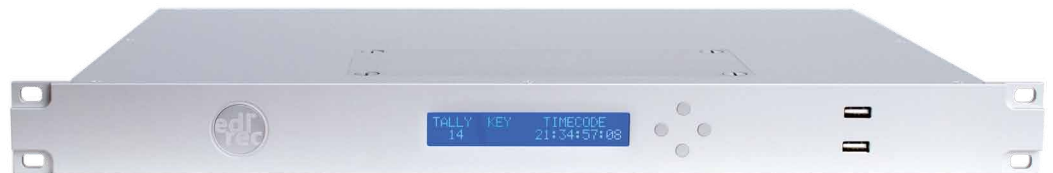
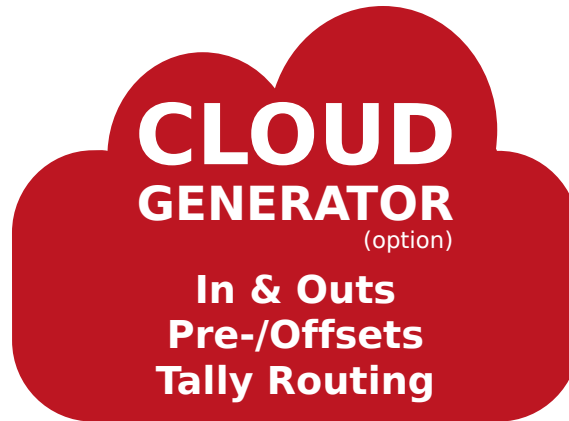


CASE STUDY

Cloud-Generator at WDR

Generate EDLs in the cloud instead of in the recorder.

EDL-REC GmbH based in Berlin develops, builds and sells Edit Decision List-Recorders. They are recording live cuts & transitions from the vision mixer and creating ready-made Edit Decision Lists in multicamera-mode for all common non-linear editing systems.



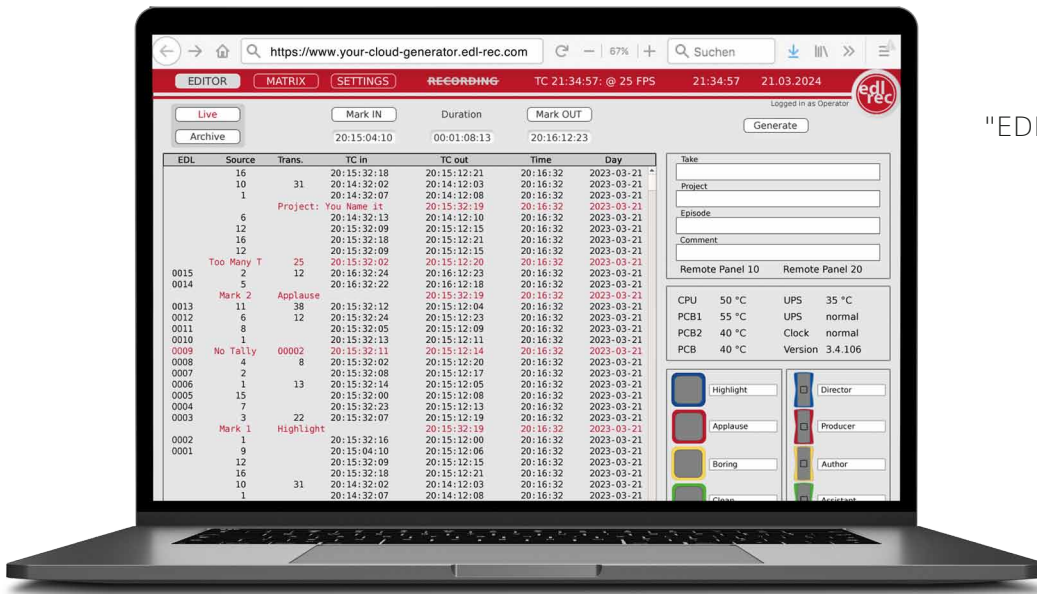
Customer

Westdeutscher Rundfunk (WDR) is a public radio and television broadcaster founded in 1956 in the state of North Rhine-Westphalia. The state broadcaster has its headquarters in Cologne. WDR produces a wide range of television, radio and online content, reaching millions of people every day. It is the largest broadcasting organisation of the ARD and - measured by the number of employees - the second largest broadcaster in Europe after the BBC.



Challenge

The EDL recorders in WDR's OB vans regularly record multi-camera productions such as Rockpalast (jam/rock/metal/indie/club festivals, jazz days), symphony concerts, Ladies Night, solo comedy, award ceremonies, carnival and much more. The WDR post-production ingesters often have to create the corresponding multi-camera editing projects at very short notice or even at night for the editors.



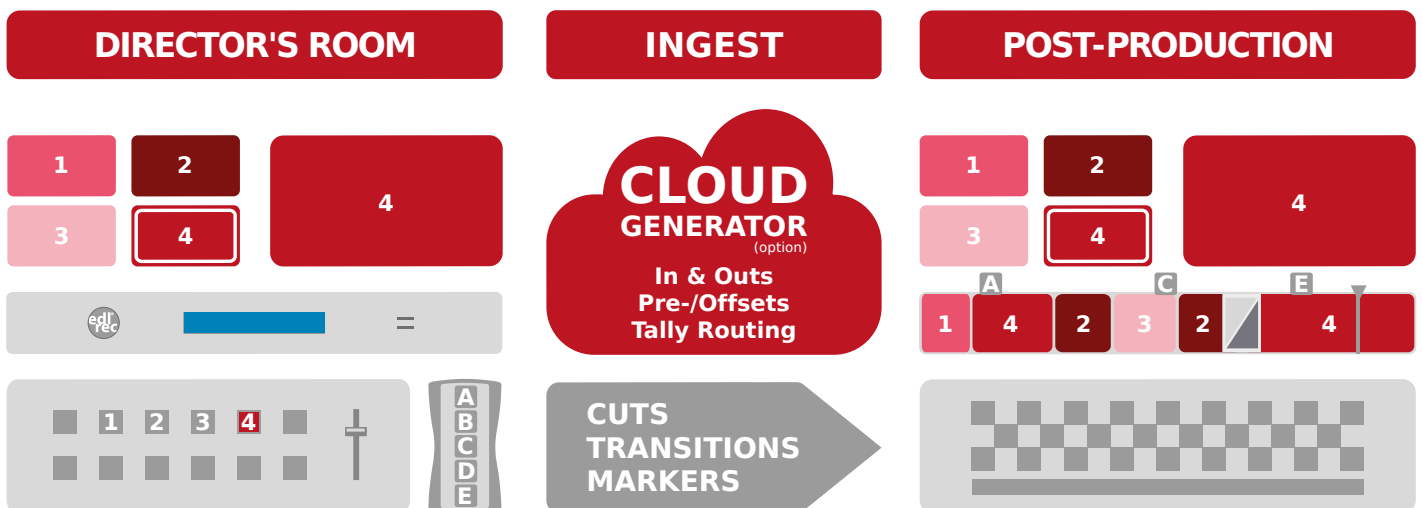
"EDLs from the Cloud-Generator are a great support in our post-production process. They enable our editors to deliver optimum results even when time is tight."

Our editorial staff and producers also really appreciate this workflow."

Melanie Voß-Palmen
WDR Post-production

Solution

The cuts and transitions recorded during the day by the OB vision mixers, plus the set content markers, are saved as raw data by the VTR operators. Together with the programme recording and the isolated cameras, this data is handed over to post-production. The Ingesters view the delivered material, load the EDL-REC raw data into the Cloud-Generator and generate customised EDLs for the projects.



Benefits

The Cloud-Generator gives the ingesters unlimited possibilities to optimally prepare the editing projects for the editors. In the OB van, the VTR operators do not need to spend time generating EDLs and then checking them. The ingesters are independent of the EDL-REC hardware in terms of time and location, while the recorders can continue to record. The Cloud-Generator is available online for customers 24/7/365. Optional support contracts guarantee reliable (live) support.