



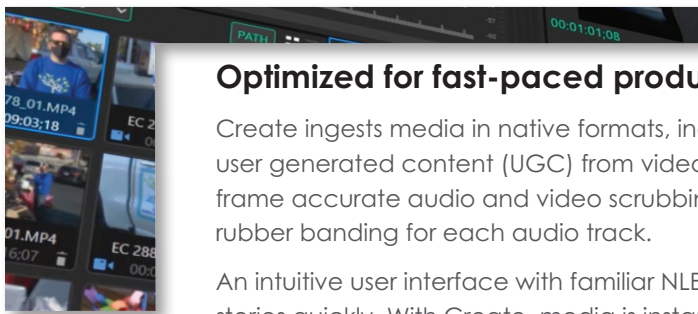
**create**<sup>TM</sup>

**Fast, Flexible Video Editing**

# Accelerate Your Editing With Create™

Produce compelling stories quickly with an editor that is optimized for fast-based production. Create is a browser-based timeline editor has been designed from the ground up to meet the demands of broadcasters, corporations, and other organizations needing to produce video projects. Users can view, log, edit, share, and publish content across multiple distribution points with maximum efficiency. Our architecture allows scaling to accommodate even the largest media operations, requiring a small hardware footprint to support. Create maximizes the value of media through enhanced capabilities and workflow efficiencies at faster speed.

For those organizations requiring more editing capabilities we offer CreatePRO, an advanced editor that supports a wider range of video formats and features enhanced editing functionalities.



## Optimized for fast-paced production

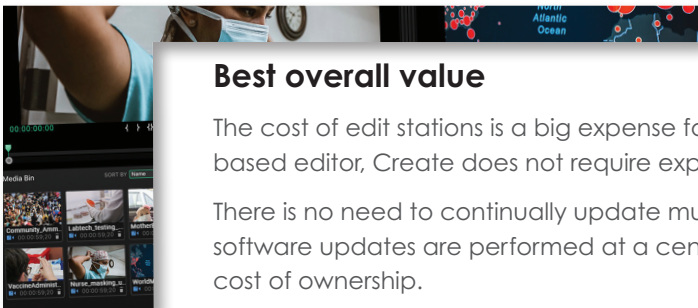
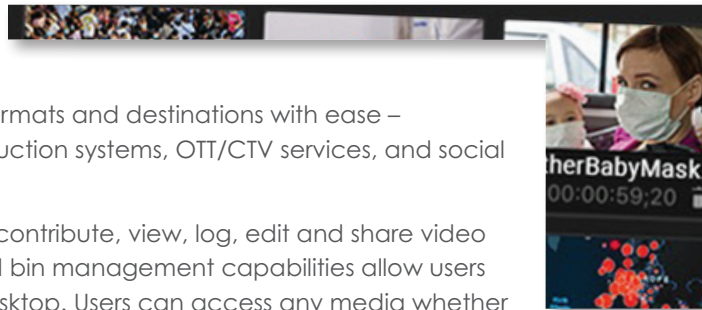
Create ingests media in native formats, including live feeds, file-based sources, and user generated content (UGC) from video cameras and smart phones. Editors enjoy frame accurate audio and video scrubbing along with audio meters and keyframe rubber banding for each audio track.

An intuitive user interface with familiar NLE keyboard shortcuts enables users to edit stories quickly. With Create, media is instantly available to users to work with – even live and growing files. The fast and responsive user interface accelerates editing operations.

## Powerful integration

Publish video content to multiple output formats and destinations with ease – including MOS integrated newsroom production systems, OTT/CTV services, and social media platforms.

Both local and remote users can securely contribute, view, log, edit and share video content. Powerful asset management and bin management capabilities allow users to search and discover assets from any desktop. Users can access any media whether it is source material, in progress, or archived. Create is ideal for wide area workflows.



## Best overall value

The cost of edit stations is a big expense for any editing operation. As a browser-based editor, Create does not require expensive client hardware to run.

There is no need to continually update multiple copies of editing software. Create software updates are performed at a central location – greatly reducing the overall cost of ownership.



*CreatePRO user interface with 4 tracks of audio & transitions*

## CreatePRO – More editing enhancements

For those needing even more advanced editing features, we now offer CreatePRO; an add-on to Create, that provides several innovative editing tools. These enhancements have been designed to boost efficiency, increase quality and expedite the editing process.

### Transitions

Transitions add impact to stories. CreatePRO contains commonly utilized transitions for both video and audio tracks to enhance the overall appearance and sound of edited content.

### Local Microphone Recording

Save time by recording voice-over audio directly to your timeline using a nearby microphone.

### Three-Point Editing

Insert and overwrite three-point editing offers editors a powerful tool for creating stories quickly and efficiently. Rapidly fill gaps in the timeline, insert clips, or overwrite existing clips with ease.

### Four Audio Tracks

The addition of two audio channels, for a total of four, provides greater flexibility for editors. Each channel has independent, keyframe-based volume control. The four channels mix down to two on playout and conforming.

### Wide Range Of Video Formats

Ingest and output content in more high-resolution formats including H.265 and Ultra High Definition (UHD).

### Advanced Searches

Quickly locate your media by performing searches specific to selected folders and applying time-based filters.

### Wireframe Preview

Visualize edits better by viewing wireframe previews of selected media as you move clips within the timeline.

### Enhanced Media Selection Tools

Improve your editing speed and efficiency by utilizing selection tools like lasso selections, group selections, and keyboard modifiers.

### And Much More ...



# Bitcentral: Driving Media Forward

For more than 20 years, we've evolved with media organizations to deliver software tools that help them produce, distribute, and stream their stories efficiently and effortlessly. With a focus on innovation, we not only know where media has been, we know where it's headed, to give you forward-thinking solutions that help you deliver great stories to audiences, every day of the year.

## 24/7/365 Support

Our knowledgeable, in-house support team is here to serve you every day, every hour of the year, with the highest customer satisfaction ratings in the industry. From training to troubleshooting to monitoring for your media software, our team does it all – and delivers peace of mind.

## Get Started Today

Get in touch to learn more about how our media and digital broadcast solutions can make your workflows faster and more efficient than ever.

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