



CatDV Production Management



S Q U A R E B O X
SYSTEMS LTD

New in CatDV 9.0

CatDV 9.0 is a significant upgrade with a host of powerful new features including:

- New user-defined field customisations (pick list hierarchies, linked fields, check boxes & radio buttons, and more)
- Support for reading Adobe XMP and IPTC metadata and SRT subtitle files
- Enhanced proxy file support such as burning in a watermark image
- Simplified import & export of screen layouts and other settings
- User interface improvements, such as the use of star ratings for favourite clips
- Use roles & permissions with the Enterprise server
- Powerful API for 3rd party application development
- Improved P2, XDCAM and DSLR support
- Improved Cache-A archive integration
- Playback of AVCHD and other formats using the Xuggle media library
- Internationalisation support
- Avid integration, via the new MME widget

NLE integration

Media, metadata, and sequences can be transferred via XML or EDL to and from the most popular non-linear editing packages, including:

- Final Cut Pro 7
- Final Cut Pro X
- AVID Media Composer
- Adobe Premiere Pro

Use CatDV to move projects between systems for maximum flexibility in mixed environments

CatDV is the award-winning asset management solution at the heart of your production workflow. With its highly scalable architecture, powerful logging tools, and an intuitive user interface, CatDV is the ideal application to bring order to the mass of media files we all have to deal with on a daily basis.

A mountain of media

When digital NLEs first appeared users were constrained by the available disk space and workflows largely followed those used previously for tape-based editing. The trend now is for larger and larger shooting ratios, larger and cheaper hard disks, and tapeless acquisition. This is creating a mountain of data that has to be managed – media of all types has to be “tagged” and “bagged” as quickly as possible.

With ever tighter time constraints on productions, new co-operative ways of working have to be developed to take advantage of the potential offered by shared storage and networked workflows. At the same time, media assets need to be repurposed to take advantage of new delivery methods and targets, whether broadcast HD TV, 3G phones, or video for the web, not forgetting issues like rights management or approval sign offs. All of this means it is essential to track and share information throughout a production facility, with the ability to tag assets with metadata at any stage.

CatDV provides many solutions to these challenges, but it recognises that every user is different and has their own workflow requirements so it tries hard not to be prescriptive or get in the way of a particular way of working. The key word is flexibility.

With its mature, scalable architecture, and benefiting from active and ongoing development, CatDV will grow with you and support you as you find your way in this brave new world.



Who uses CatDV?

CatDV is used by broadcasters and production companies the world over, anyone who has a large amount of media to manage, including:

- Video producers
- News gathering
- Film and sound production
- Stock footage libraries
- Media archives
- Education & training
- Advertising agencies
- Government & corporate
- Sports broadcasters

Verbatim Logger

Use the Verbatim Logger to play a movie file and simultaneously type in comments or clip names. Press the “mark” button at any time to insert the current timecode so all comments are automatically linked to a specific scene.

Whether you’re creating a rough shot log or a detailed transcript, the Verbatim Logger is just one of many dedicated tools that CatDV provides to simplify the logging process.

Customisable views

As well as built-in metadata fields that automatically display things like the video and audio format, data rate, and other properties of a media file, you can create an unlimited number of user-defined logging fields and lay them out as required.

With the Enterprise Server you can manage field definitions and pick list values centrally, and any changes are quickly propagated to each user to ensure that everyone logs assets in a consistent way.



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What is CatDV?

Import any kind of media file into CatDV to catalog and build up a searchable database of all your clips. Whether the file is HD, SD, H.264, MXF, MPEG, or any other format, CatDV will intelligently harvest metadata in the file (such as the video format, audio sample rate, or copyright annotations) and store that in its database, together with thumbnail images and any log notes or other annotations that you enter.

Couple this rich set of metadata with the low-resolution proxies that CatDV automatically creates and powerful and easy to use searching functions, and retrieving those key shots you know you have somewhere becomes easy at last. You can be sure it’s the shot you want, even if the original media file is offline on a removable drive or archived to tape.

CatDV is flexible about what constitutes an asset. It works just as happily down to the level of individual scenes and shots on a tape or at the file level, and with stills and audio clips or other supporting files as well as video media.

CatDV has a powerful and intuitive graphical user interface that lets you view clips and their associated metadata in many different ways, as thumbnails, in a table, or as a film strip view for example. Automatic smart folders and other advanced filtering and searching options make it easy to browse and search your assets.

Once you have selected the clips you are interested in you can quickly arrange them in a sequence with simple drag and drop editing and export the results as a self-contained movie (using any of QuickTime’s many exporters or codecs) or send it to your editing software for finishing – ideal for the producer who wants to create and preview a rough cut edit but without the cost or complexity of a full editing package. Exported movies can contain burnt in timecode or subtitles, or perhaps a copyright notice. You can also print catalogs, save them as HTML, import and export them to other applications, and much more.

Scalable architecture

If you work on your own, or want to start logging the day’s rushes when you’re out in the field, you can use CatDV as a standalone application, saving catalogs locally to a flat file. Or use CatDV with the CatDV Server software, built on top of an industrial strength MySQL or Oracle database, to share your media and log notes with others in the organisation and enable powerful ways of concurrent working.

CatDV is entirely software-based, so works with your existing infrastructure without tying you into hardware from a single vendor. It will work with media files stored anywhere, whether on a local hard drive, removable storage, an office file server, or a dedicated SAN, providing a consistent and intuitive interface to locate and manage your assets wherever they are stored. CatDV is cross-platform, and integrates with many different editing applications and file formats, so is the ideal tool for the mixed environment typical of today.

Together with optional components such as the CatDV Worker Node and the new Web Client, CatDV is capable of supporting and automating the most complex of workflows between Mac and PC.

CatDV Editions

Single User	Workgroup Edition	Enterprise Edition
Use CatDV Standard or Professional Edition as a low-cost, standalone logging and cataloging application that’s incredibly easy to get started with (but with the option to move up to a more complex networked installation later if required)	Basic networked operation for up to 5 users who want to share their media and log notes via a central database	Advanced multi-user operation with access control, powerful communication tools, and features to support multiple production groups

All specifications are subject to change. Some of the features described may be optional components subject to additional costs or only available in certain products.