Qvest optimizes rt1.tv's media workflows with AI-powered Avid solutions

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Cologne / Augsburg, July 4, 2024: rt1.tv, one of Germany's leading media production companies in the field of satellite-based live broadcasts, as well as film and video productions, has a completely modernized headquarters in Augsburg thanks to Qvest. During ongoing broadcasting operations, AI-powered workflow modules were integrated into the existing infrastructure at a total of six Avid editing suites, significantly increasing the efficiency of content creation and editing. As one of the leading partners for digital transformation, Qvest already modernized the rt1.tv production studios in Berlin last year.

The project requirements of rt1.tv included future-proofing the connection of additional locations, the integration of AI, centralized data management with access via multiple clients, faster workstations, performance improvements and fast and convenient storage systems. The implementation of Qvest was based on a previous consulting project in which a requirements analysis with corresponding solution proposals for a new system infrastructure was developed with rt1.tv.

The Avid MediaCentral Cloud UX (MMCUX) integrated by Qvest offers rt1.tv numerous options for realizing and managing productions more securely, quickly and efficiently. Various modules can be integrated into a user-friendly interface to expand workflows and create new synergies. With the integrated MMCUX and Creative Panel, for example, it is now possible to search through content stored on the Interplay and use it directly without having to save the material multiple times. For this purpose, rough cuts and shot lists can be created in advance without blocking the Media Composer.

In addition to MMCUX, Woody (IN2IT) has been integrated as a central ingest point for importing video and audio material into a cloud or server-based system. The integration of Woody ensures the provision of content in the Avid environment in predefined codecs and resolutions - metadata makes it easier to search for content. Editorial staff now have the option of viewing raw material, setting markers and creating raw sequences or viewing existing, simple sequences. This

eliminates the need to access data via the Media Composer. All new functions are also available to editors remotely via VPN access.

Qvest also implemented a so-called NEXIS storage system. The entire storage network infrastructure was optimized by migrating existing data to a new central NEXIS storage system.

Sebastian Wutschik, Managing Director of rt1.tv: "With the increased efficiency and flexibility of our Avid structure, we are sustainably optimizing our production environment and creating new, comprehensive added value for our customers. The upgrades in post-production, in the storage system and the creation of new media workflows are an important prerequisite for being able to scale our processes even more easily in the future. The future-proof networking of the two locations in Augsburg and Berlin will enable our employees to work collaboratively on a shared platform, regardless of location."

Together, rt1.tv and Qvest were able to successfully integrate the new components into the existing IT infrastructure and premises during ongoing broadcasting operations, thus ensuring a trouble-free process.