



**PITTSBURGH**

**May Event Notice**  
**Wednesday 5/16/18**  
**6:00pm to 9:00pm**

Light Dinner and Networking at 6pm  
Presentation Starts at 7pm

## **“Cloud-Based Editing and Post-Production”**

**Presented by Anthony Dragan and Andy Jackson of Avid Technology**

*Avid Technology will join the SMPTE Pittsburgh section presenting solutions from Avid's portfolio of cloud-enabled solutions including the recently announced Avid | On Demand SaaS Platform. Real-time demonstrations of Avid's MediaCentral | Cloud UX will be presented as well as some of the Avid | On Demand cloud services.*

*Full description and speaker bios  
are on our Section web page at  
[SMPTEPittsburgh.org](http://SMPTEPittsburgh.org).*



**Anthony Dragan**  
Sr. Applications Specialist



**Andy Jackson**  
Director of Presales

**Event location:**  
**WPXI-TV Community Room**  
**4145 Evergreen Rd. Pittsburgh, PA 15214**  
(Free parking available onsite.)

**OPEN TO SMPTE MEMBERS AND ALL GUESTS**

[www.SMPTEPittsburgh.org](http://www.SMPTEPittsburgh.org)

Questions or Comments? Please email [SMPTEPittsburgh@gmail.com](mailto:SMPTEPittsburgh@gmail.com)



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- Avid | AI: A new suite of Avid and third-party capabilities that automate content indexing, such as closed captioning verification, language detection, facial recognition, scene detection, and speech-to-text conversion. Avid | AI services introduced at Avid Connect include:*
  - Avid Phonetic Search: Avid's unique phonetic search approach automatically indexes media, allowing users to easily find content by typing in a word or phrase.*
  - Avid | Illuminate On Demand: As part of the content supply chain, Illuminate On Demand automates the process of closed captioning and language verification. It can be run as an on demand service that quickly analyzes full libraries of media, saving time, resources, and money, as well as significantly increasing accuracy.*
  - Microsoft Cognitive Services: Avid enables MediaCentral® customers to leverage Microsoft's Cognitive Services to auto-index content using machine learning algorithms such as facial detection, scene recognition and speech to text indexing, creating a library of rich metadata that can be readily searched.*

*Additionally, Avid will review some of the typical deployment patterns for cloud-based solutions they are developing.*

*Anthony Dragan is a Senior Applications Specialist for Avid Technology with over 25 years in the Broadcast industry. Dragan is a formidable expert in media workflows and the latest deployment technologies. In Anthony's 25 years of experience, he has worked for exciting companies such as Truevision, Pinnacle Systems, and of course Avid Technology. Anthony has been involved in assessing and designing workflow solutions at Avid for some of the world's leading media companies and he is actively involved in the virtualization and cloud deployment evolution underway at Avid.*

*Andy Jackson is the Director of Presales, for the Americas at Avid Technology. In this role, Andy is responsible for leading a team of application specialists, solution architects & bid managers across the complete Avid Video and Audio portfolio for the Americas region. Spanning all tiers of customer engagement, the role supports the sales team and customers as a trusted advisor to design, scope, articulate and differentiate the Avid portfolio.*