

## Traco Octopus Bundle Overview

Each deployment includes full installation and native integration with Avid MediaCentral | Cloud UX, enabling newsroom system operations, story management and media interaction directly inside a unified editorial environment, without disrupting existing newsroom workflows.



### Newsroom Integration Layer

*(Octopus NRCS Integration)*

Traco Octopus integrates the Octopus NRCS newsroom system directly into Avid MediaCentral | Cloud UX, exposing rundowns, stories and editorial structures within the MediaCentral environment. Editorial data and media assets are unified into a single operational layer.

## **Operational impact:**

- Editorial planning and media production operate within a single system layer
- Elimination of system switching between NRCS and media environments
- Unified access to stories, rundowns and media assets
- Reduced fragmentation of newsroom workflows

## **Editorial Data Synchronization**

Newsroom data from Octopus NRCS remains fully synchronized within MediaCentral, ensuring that story updates, scripts and editorial structures are consistently aligned across systems.

## **Operational impact:**

- Real-time synchronization of editorial content
- Consistent data across newsroom and production environments
- Reduced risk of version conflicts
- Improved editorial accuracy during live operations

## **Story and Media Binding Layer**

Story elements are directly linked with video clips and media assets within the Avid environment, creating a persistent connection between editorial scripts and production content.

## **Operational impact:**

- Direct linkage between scripts and media assets
- Faster transition from editorial planning to video production
- Reduced manual search and asset matching
- Improved production efficiency

## **Embedded Editing Integration**

*(Media Composer, Adobe Premiere Pro)*

Editorial data and story structures are accessible within editing environments, enabling direct interaction with newsroom content during video production.

## **Operational impact:**

- Editing workflows connected with newsroom structures
- Immediate access to story-driven media content
- Reduced context switching between systems
- Faster production cycles

## MOS Workflow Integration

Support for MOS objects enables integration with broadcast automation systems, graphics workflows and live production environments. Story elements can include production cues and playout triggers.

### **Operational impact:**

- Integration with automation and playout systems
- Consistent execution of live broadcast elements
- Alignment between editorial scripts and production cues
- Reduced operational complexity during live broadcasts

## Unified Newsroom Workflow

Traco Octopus connects newsroom planning, script writing and media production into a unified workflow, allowing all editorial and production operations to occur within a single interface.

### **Operational impact:**

- End-to-end newsroom workflow integration
- Improved collaboration across editorial and production teams
- Faster story lifecycle from creation to broadcast
- Reduced operational overhead

## Remote Newsroom Access

### *(Cloud UX Browser-Based Environment)*

Traco Octopus operates within a web-based MediaCentral environment, enabling newsroom access and story management from any location.

### **Operational impact:**

- Distributed newsroom operations
- Remote access to editorial workflows
- Increased flexibility in production environments
- Faster response to breaking news situations

## Platform Components Included

### Cloud UX Connector

Native integration with Avid MediaCentral | Cloud UX, exposing newsroom system functionality directly within the editorial interface.

**Infrastructure value:**

- No disruption to existing newsroom workflows
- Native integration into MediaCentral environment
- Immediate usability for editorial teams
- Reduced training requirements

### Installation

Professional deployment including system configuration, NRCS integration, MediaCentral connectivity and validation.

**Infrastructure value:**

- Turnkey deployment model
- Reduced integration complexity
- Optimized system performance

### 1-Year Support

Includes technical support, updates and consultation to ensure stable operation in production environments.

**Infrastructure value:**

- Operational reliability
- Continuous system optimization
- Direct access to Traco expertise

## Use Case Overview

### Newsroom Story Production

Editorial content is created, structured and managed directly within a unified newsroom environment.

### Editorial and Video Collaboration

Story structures and media assets are connected, enabling seamless collaboration between editorial and production teams.

### Live Broadcast Preparation

Rundowns and story elements include MOS objects and production cues aligned with live broadcast execution.

### Integrated Newsroom and Editing Workflows

Editorial and editing teams operate on the same content layer across newsroom and production systems.

### Remote Newsroom Operations

Newsroom teams access stories, rundowns and editorial workflows from any location through a browser-based interface.