



Cinedeck Launches New 'No-code' Media Ingest Processing Tool

New York, USA, 21st March 2023 – [Cinedeck](#) has launched [ConneX](#), a visual workflow creator, that requires no programming skillset to deploy. ConneX can act as an ingest gateway from camera to MAM, joining up post-ingest workflows and streamlining the file check-in process. Cinedeck will demo the new solution at NAB Show in April.

ConneX makes it quick and easy for media companies, and content producers to batch process files at ingest. It provides built-in video transcoding, scalable workflow orchestration, and metadata processing, in a simple visual interface. ConneX handles multiple automated tasks and seamlessly integrates with existing media infrastructure, without the complex technical set-up. A watch directory automatically triggers pre-determined workflow actions when a new file is detected, but if needed ConneX retains the option for human intervention during processing.

ConneX offers complete flexibility and can be used interchangeably in the cloud or on-prem depending on requirements. Users can prepare assets for post-production workflows by trimming video files, removing snippets, and instantly updating metadata. ConneX reduces time spent on file processing at ingest, allowing users to streamline repetitive tasks and make updates effortlessly.

ConneX was built to slot into existing media architecture. This means companies can easily link up workflows without the need to re-architect their infrastructure or adapt their processes. It supports MOV and MXF video files, and commonly used media compression codecs, such as ProRes, DNxHD/HR, XAVC (class 300 and 400), AVC-I, XDCAM, and JPEG2000.

Jane Sung, COO, Cinedeck, commented: "Post-production teams are dealing with tighter schedules, so interoperability and speed are more important than ever. Customers are asking for simple solutions to help bridge gaps in their existing workflows. Cinedeck is continually looking for ways to make media processing more efficient for our users and ConneX is a stress-free tool that is easy to use."

Cinedeck provides solutions for multi-channel video ingest, including ingest hardware, cloud ingest, and ingest software. Cinedeck will demo ConneX at NAB Show, Las Vegas, you can meet the team in Hospitality Room W3777 - book a meeting here:

<https://cinedeck.com/events/nab-lv-2023>

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About Cinedeck

Cinedeck is creating workflows that are both inventive and direct. Whether it's encoding edit-ready formats for the fastest camera to post workflow or helping to get files to the delivery finish line with its now patented insert-edit technology, Cinedeck is dedicated to creating tools that enable the most efficient media workflows.

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