



**“HOW TO” SERIES**

# MediaImport

**AND**



**Adobe® Audition® 2.0**



**HOW TO CART TAG AUDIO IN ADOBE AUDITION  
FOR USE WITH MEDIA TOUCH APPLICATIONS**

**DECEMBER 2007**

Adobe Audition is a very powerful and popular digital wave form editing program that allows for "CART" information to be applied to either MP2 or PCM (linear) audio files. MP3 files require ID3 V2 or V1 tagging which can also be performed through Adobe. iMedia Import recognizes CART information only and we will concentrate on this function for the purpose of this document.

Adobe has had several versions to date that allow for this function; most notably would be 1.5, 2.0, and now 3.0. Many OMT users have asked support how to setup and place information into the CART field in Adobe Audition so that iMedia Import can automatically update the Media Touch database and audio storage .

Using programs such as Adobe Audition and iMedia Import can save hours of work for your production people in the course of a single week since the audio file produced in Adobe when CART tagged does not have to be manually entered a second time into Media Touch Production. All commonly used fields such as Title, Track, Artist, Cut ID, EOM (SEG in Adobe), and Stop fields are available through the CART field and easily populated.

For best results you should be using a P4, single or Core Duo, Intel based computer with no less than 1 GB of RAM and a secondary storage drive. You will require Adobe 1.5, 2.0 or 3.0 for CART tagging while you should run iMedia Import 2.6.x or higher. Audio editing can use a significant amount of resources on your computer and in most cases you will find the larger the speed, storage and RAM on a PC, the better the performance.

If you plan on exporting a large number of files through the use of iMedia Import, then it is recommended to run Import on its own computer. Import can take up to 100 percent of your CPU utilization when it is importing audio files into the Media Touch audio server and database.

For more information on setup and software/hardware requirements, contact OMT support at 1-800-726-2635 or [supportadmin@imediataouch.com](mailto:supportadmin@imediataouch.com)

OMT Support Team

## **Installation of iMedia Import**

Upon the purchase of your Media Touch software you will be assigned an ftp account with username and password. If you do not know your username and password, you can contact OMT support by email at [supportadmin@imediatouch.com](mailto:supportadmin@imediatouch.com) or call 1-800-726-2635 during business hours 8:30 AM to 5:00 PM CST. The ftp site for Media Touch clients is <ftp://support.imediatouch.com>. iMedia Import will be located in a folder listed as iMedia Touch V2 along with other Media Touch V2 applications. Download the installer (.exe) labeled as iMediaImport.exe and save to your audio server or stand alone computer if desired. If you have multiple ONAIR applications, you will likely save the program to your audio server on the "O" drive labeled within as "OMT Programs" as this will allow you to download the software once and install from any networked location.

Double click on the installer and follow the steps when prompted. Import will ask for the location of a transfer folder to place the WAV or MP2 audio files. Through the installer you can create a folder on the "C" drive of your computer and call it whatever you wish. "Transfer" is a common folder name as this is the purpose of the folder. You will also require a mapped "O" drive to the root of the "O" drive on your audio server or ONAIR acting as a server. For network and integration assistance you can find documentation available at [www.imediatouch.com/help](http://www.imediatouch.com/help). There is also a complete installation guide for iMedia Import available from the before mentioned site.

### **Special Note:**

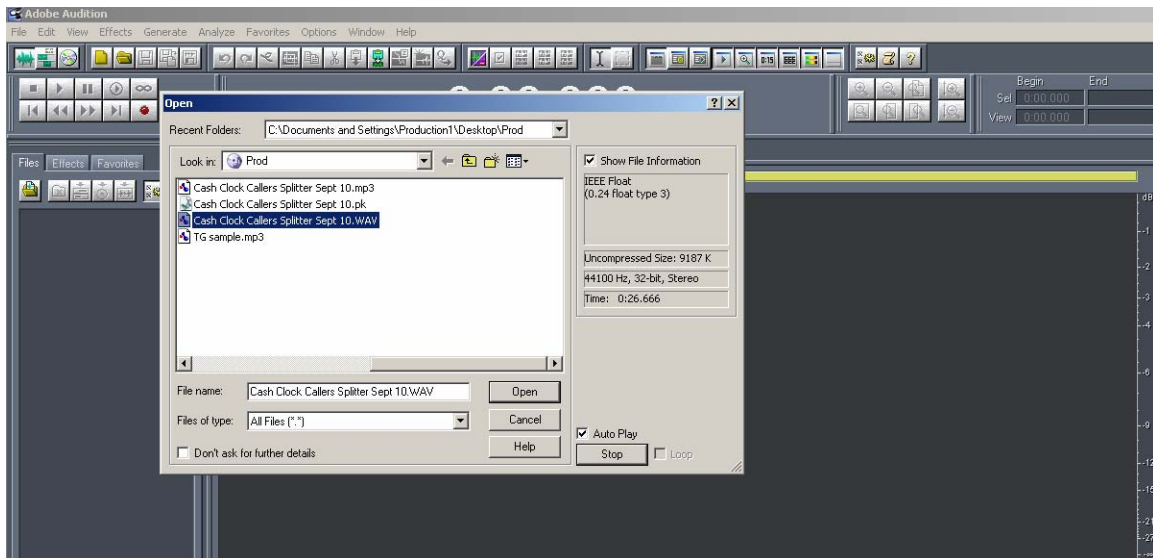
As previously mentioned, Content Depot and large scale users of iMedia Import generally require a "stand alone" computer to run iMedia Import due to the length and volume of audio being ingested into the "transfer" folder. A one hour segment is 600 MB in size on average and this equates into a substantial amount of transfer/bandwidth across your network. Know and understand your network and its potential limitations and you will enjoy years of automated file transfer and streaming through Media Touch applications.

### **Adobe Version 1.5**

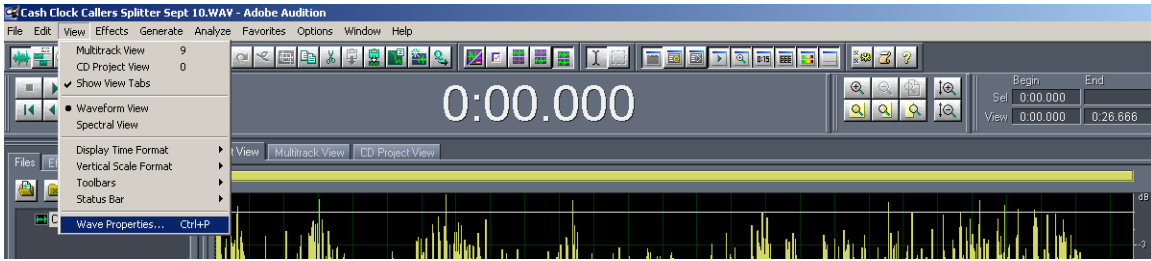
Follow the suggested guidelines as provided by Adobe for installation. Adobe Audition will generally recognize both WAVE and WDM audio

drivers. Media Touch software applications require WDM drivers. This is a major advantage over WAVE drivers as you will be able to run multiple applications on the same computer when using WDM based drivers. Adobe installed with WAVE drivers will not allow another application to use the same audio card simultaneously. A decrease of Performance from running simultaneous applications will be dependant on the amount of OS resources available, the speed of your computer, the amount of storage and RAM, and your network traffic and topology.

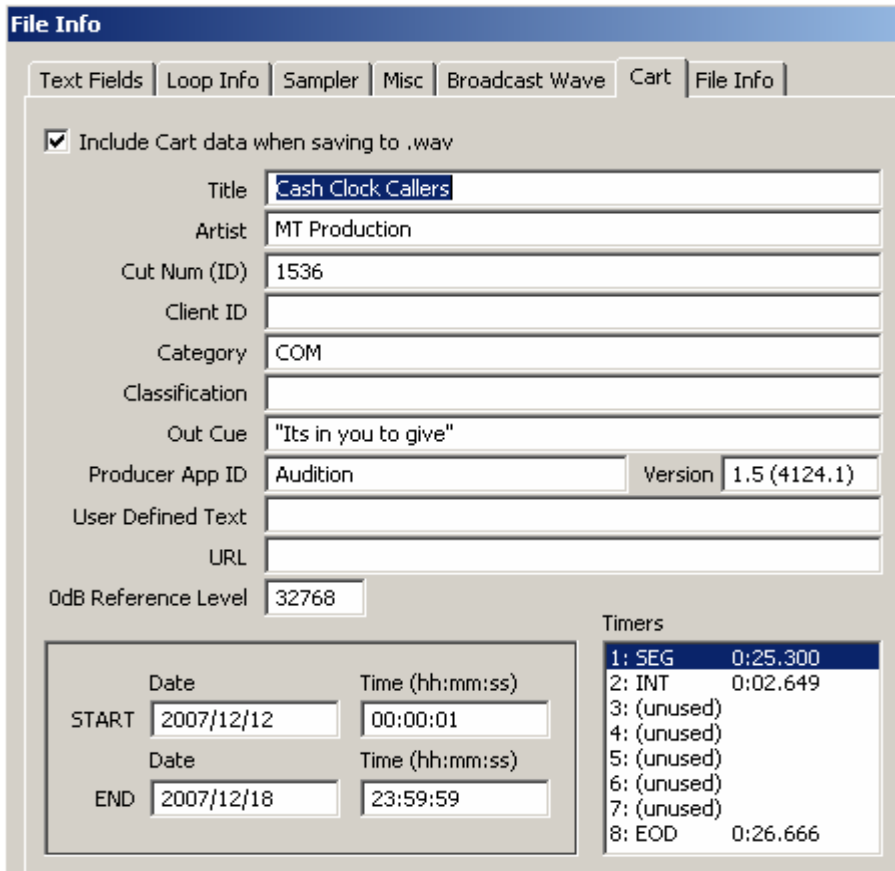
After a successful installation of Adobe 1.5 and your settings for audio device and preferences have been set, you are now ready to set up the CART field and save your finished audio to the transfer folder created for iMedia Touch Import.



Select or record the desired audio production and open to the "Edit" or "Multi" view. With all audio editing complete and you are ready to save the final edit, select "View", then select "Wave Properties". You can also access this function through CTRL + P from your keyboard.

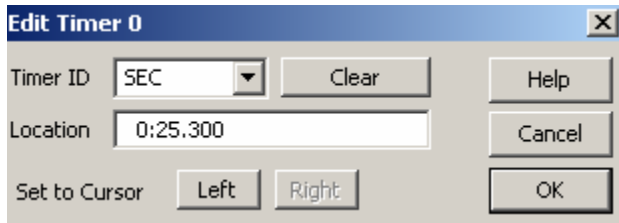


Place the appropriate information into the pre-defined fields available. Note the "Title" field will be the only active field until you enter a name in which the balance of the fields will become active. Do NOT add the "ZM" prefix in front of the cut number in the Adobe CART field. Media Touch users will recognize our system requires a "ZM" designation when log scheduling. However, the cut number will not be recognized if you place the "ZM" in front of the cut number.



Your EOM time for use in Media Touch applications can be associated with "SEG" from the available dropdown under "Timers".

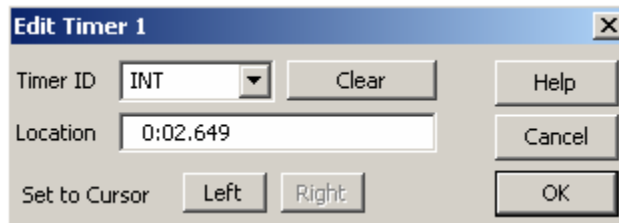
Double Click on the first timer entry and you will see a timer dialog box that allows you to place an EOM value that Media Touch can read.



Place the desired value into the location or place a mark on the track in the Edit View. Click "OK" when complete.

Your Intro time for use with Media Touch applications is associated with "INT" from the available dropdown under "Timers".

Double Click the next available timer position and you will see the Edit Timer dialog box with the ID of the timer you have selected. Select "INT" from the Timer ID drop down box.



With any "Timer" function under the Edit Timer box you can select the Set to Cursor "Left" selection. The marker you have placed in either the "Edit" or "View" screen will be the value entered under "Location". It does not matter in which order the Intro or EOM timer is created.

You can also provide detailed tag information based on commonly used Radio Industry labeling fields.

**Wave Properties**

Text Fields | Loop Info | Sampler | Misc | EBU Extensions | Cart | File Info

Text Field Names: Radio Industry

Description: Commercial category

Advertiser: HL

Outcue: "Its in you to give"

Start Date: December 16

End Date (MM/DD/YY): 12/18/07

Intro Time (ms/begin): 2.649

Sec Tone (ms/end): 25.3

Producer: HL

Talent: HL

Category: Production

Agency:

Account Executive:

Creation Date \*: 12/12/07

Fill \* fields automatically

Comments: This spot is to run for 2 days only. No rotation, single spot

Copy:

OK  
Cancel  
Help

Media Touch applications will recognize the following CART fields in Adobe.

**File Info**

Text Fields | Loop Info | Sampler | Misc | Broadcast Wave | Cart | File Info

Include Cart data when saving to .wav

Title: Cash Clock Callers

Artist: MT Production

Cut Num (ID): 1536

Client ID:

Category: COM

Classification:

Out Cue: "Its in you to give"

Producer App ID: Audition | Version: 1.5 (4124.1)

User Defined Text:

URL:

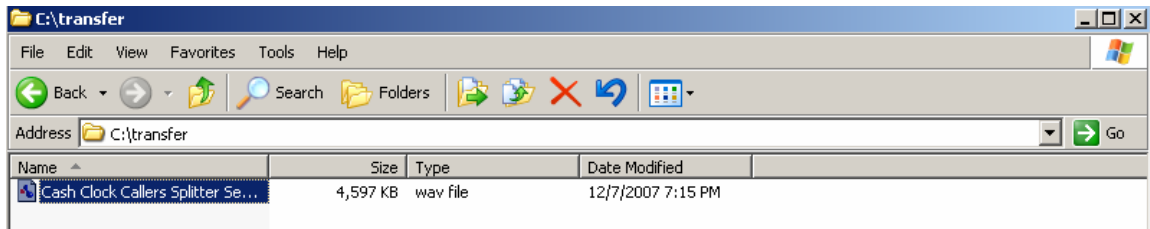
0dB Reference Level: 32768

Timers

Date	Time (hh:mm:ss)
START: 2007/12/12	00:00:01
END: 2007/12/18	23:59:59

1: SEG	0:25.300
2: INT	0:02.649
3: (unused)	
4: (unused)	
5: (unused)	
6: (unused)	
7: (unused)	
8: EOD	0:26.666

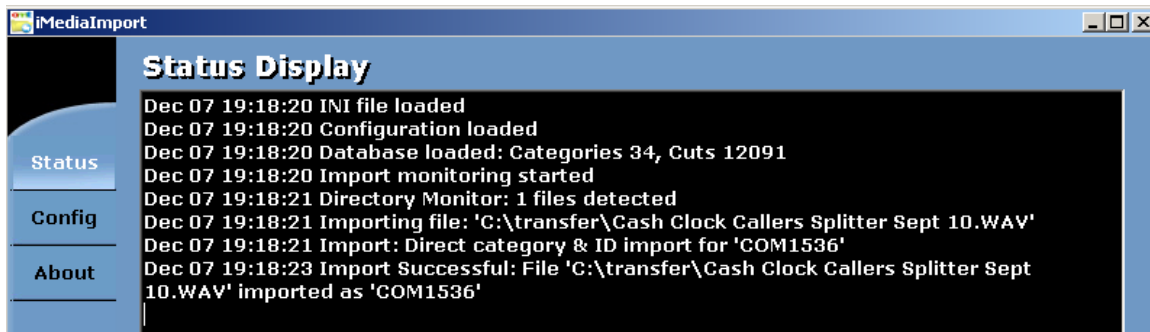
Save your settings and changes under "Save As" and select the folder location of choice. This is your "hard copy" of the audio file. This will be the location where you would archive or normally "Save" to. Select "Save As" again and select the "transfer" or specific name you have given the iMedia Import audio folder.



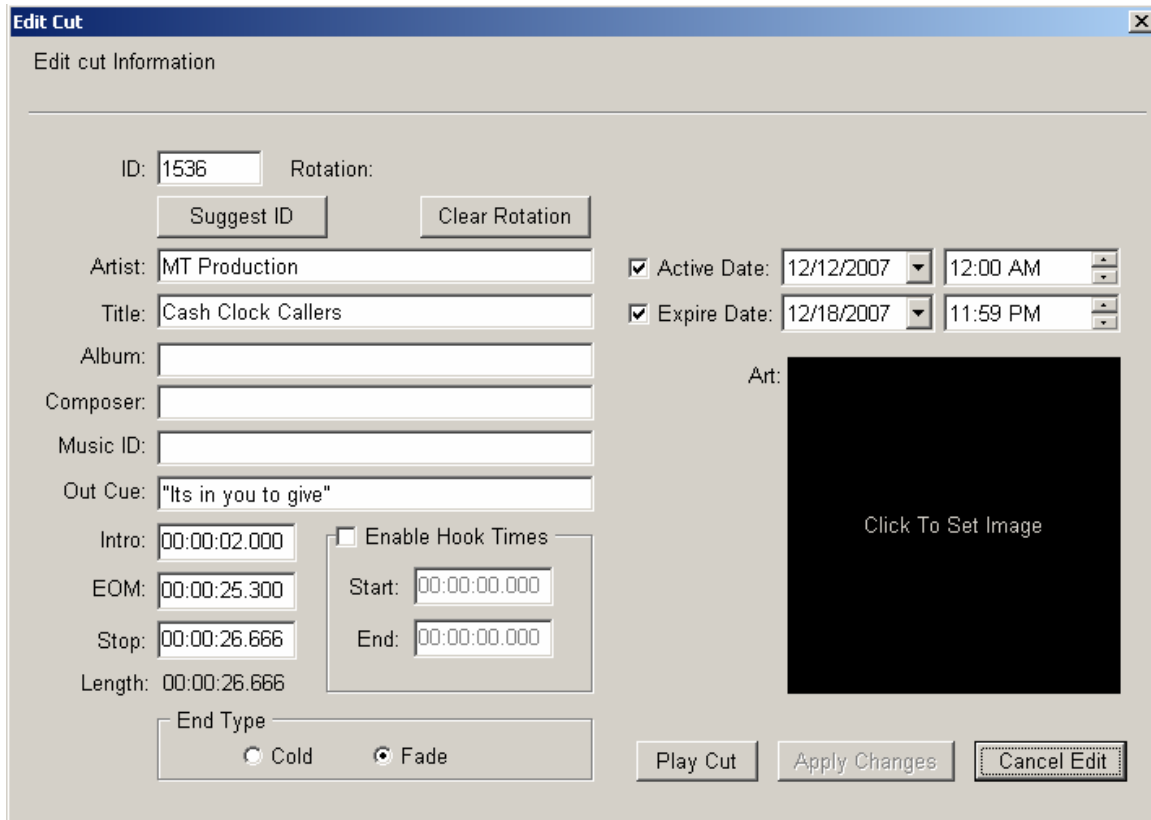
### Special Note:

Be sure to save your audio files as a 44,100, 16 bit audio file as Adobe will save as a 32 bit file by default. Import will only recognize 16 bit audio files.

You can continue to work on as many projects as required and continue to place a copy into both locations. If iMedia Import was running in the back ground, the audio would have automatically been transferred into the Media Touch audio server and database. If iMedia Import was not running during the time of file save, you can now start the program and verify file transfer through "Status" selectable from the main Import screen.



You can verify the audio has been added to the Media Touch audio server by running Media Touch Production.



You can also add additional information in the Album, Composer, and Music ID fields in Media Touch Production.

### Special Note:

The Production category view will show the cut in "blue" as it is future dated.



### Adobe Version 2.0

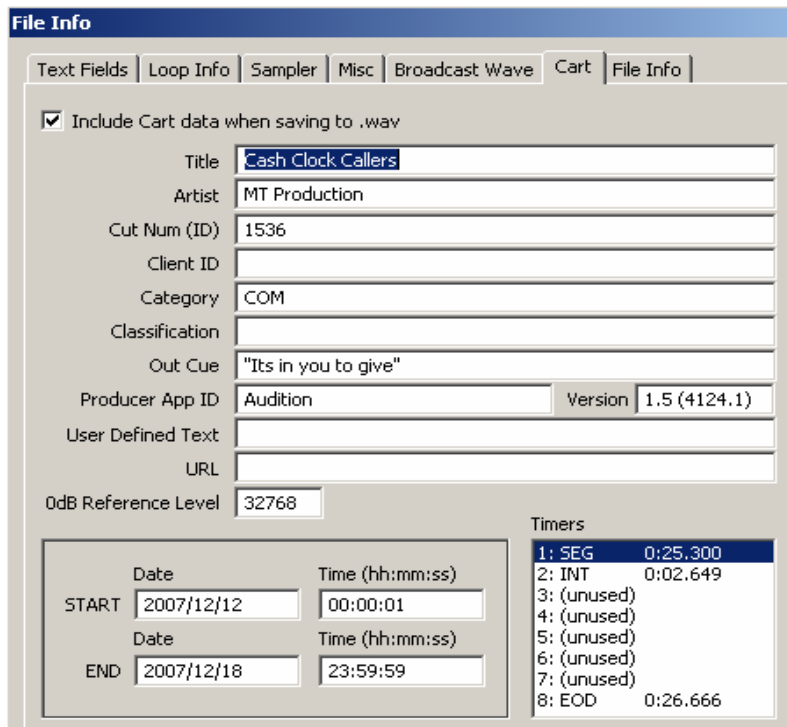
Follow the suggested guidelines as provided by Adobe for installation. Adobe Audition will generally recognize both WAVE and WDM audio drivers. Media Touch software applications require WDM drivers. This is a major advantage over WAVE drivers as you will be able to run multiple applications on the same computer when using WDM based drivers. Adobe installed with WAVE drivers will not allow another application to use the same audio card simultaneously. A decrease of Performance from running simultaneous applications will be dependant

on the amount of OS resources available, the speed of your computer, the amount of storage and RAM, and your network traffic and topology.

After a successful installation of Adobe 2.0 and your settings for audio device and preferences have been set, you are now ready to set up the CART field and save your finished audio to the transfer folder created for iMedia Touch Import.



Select "File" from the main screen in Adobe and then select "File Info". The "File Info" window that appears is identical to the "Wave Properties" screen in Adobe version 1.5.



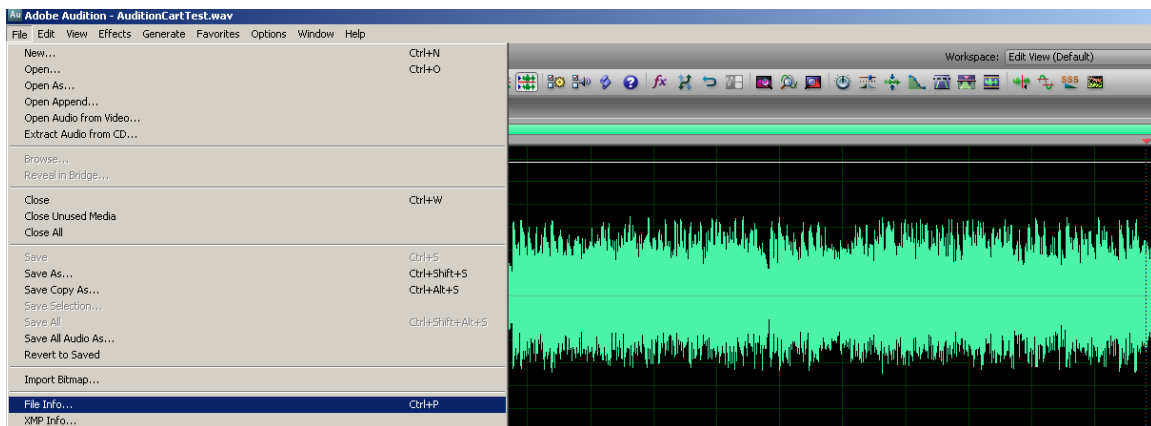
## Special Note:

The "Timers" function does not apply the EOM value and this has been reported to Adobe as a bug. All other fields work correctly and the information is read through CART by iMedia Import and updates the Media Touch server and database. This is only in version 2 of Adobe where this issue occurs. Version 2 Adobe will read version 1.5 audio files and the above screen shot shows the EOM and Intro values since they were generated in version 1.5.

Follow all steps and procedures outlined for the version 1.5 once you have reached the "File Info" screen displaying the CART fields. CTRL + P will open the "File Info" screen which contains the CART field from the main Adobe screen.

## Adobe Version 3.0

The same Adobe installation steps apply the same as for versions 1.5 and 2.0. Once you have set your audio device and preference you can select "File" from the Adobe main screen and then select "File Info". This is the same as version 2.0 and the CTRL + P works the same to instantly bring up the "File Info" screen containing the CART tab on all three versions.



## Special Note:

The "Scrub" function is easily accessed from the tool bar on the main screen in Adobe and works very well. Moving the mouse to the left or right of your marker, changes the speed from slow to fast in forward or reverse. Moving to the right of your marker in the edit window is forward and to the left is reverse.

**Contacts and Resources:**



**For Media Touch system design and support:**

**Rick Landry**

**Support/Integration Manager**

**[rlandry@imediataouch.com](mailto:rlandry@imediataouch.com)**

**OMT Support  
1-800-726-2635**

**To report a bug or place a feature request:**

**Kevin Kowal**

**QA and Product Management**

**[kkowal@imediataouch.com](mailto:kkowal@imediataouch.com)**

**To purchase Media Touch Software:**

**Jackie Tetlock**

**Sales Manager**

**[Jtetlock@imediataouch.com](mailto:Jtetlock@imediataouch.com)**

**To purchase Media Touch Support:**

**Kim Arnold**

**Support Administrator**

**[supportadmin@imediataouch.com](mailto:supportadmin@imediataouch.com)**

## **Contacts and Resources (Continued):**



**For Adobe Audition software customer support**

**<http://www.adobe.com/support/audition/>**

**For Adobe Audition Customer Service:**

**<http://www.adobe.com/support/contact/>**

**For Adobe Audition Customer Support:**

**<http://www.adobe.com/support/contact/>**

**To report a bug or request a feature in Adobe Audition:**

**<http://www.adobe.com/cfusion/mmform/index.cfm?name=wishform&product=52>**

**To access the Adobe Audition Forum:**

**<http://www.adobeforums.com/cgi-bin/webx/.1de98f7a/>**

**Support packages available for Adobe Audition:**

**<http://www.adobe.com/support/programs/audition/?tab:contact=1>**