

**IMC**  
**Technologies**

# **Incite MAM integration Adobe Premiere Import - Edit - Export Guide**

Version 1.0  
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# Introduction

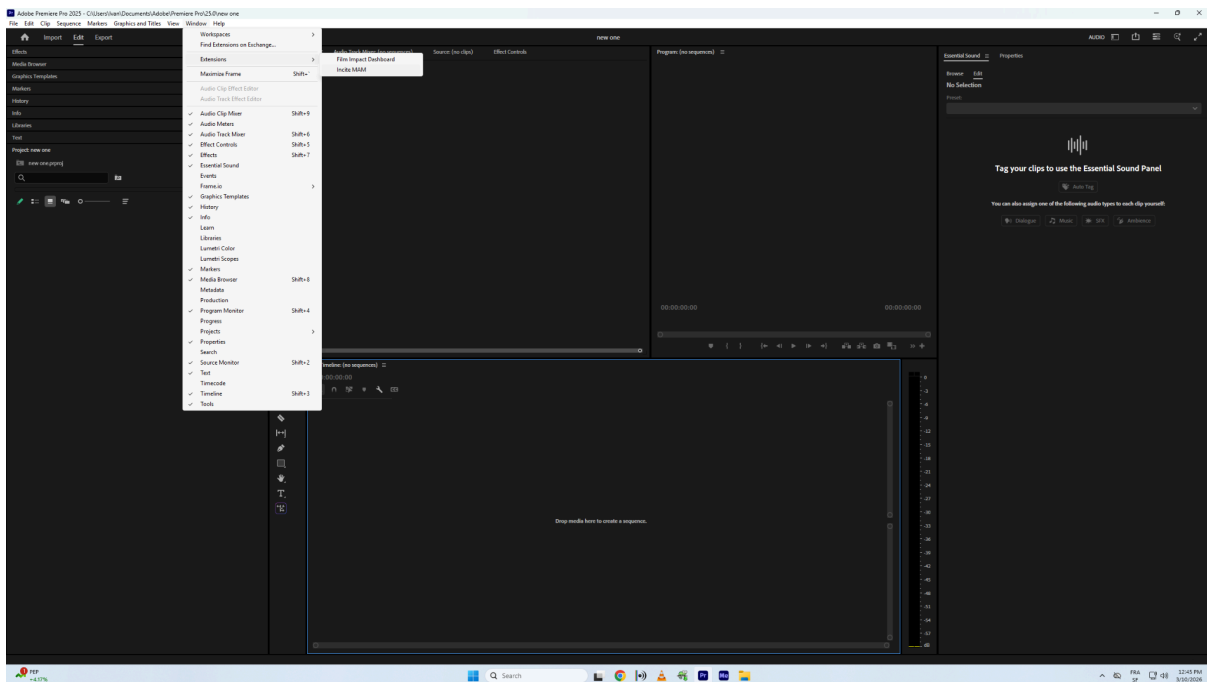
This guide explains the basic workflow for using the Incite MAM integration inside Adobe Premiere Pro. It covers how to:

- Access the Incite MAM plugin
- Browse and search media stored in the MAM
- Import clips or timelines into Adobe Premiere
- Edit content inside Premiere
- Export the finished sequence back to the newsroom system

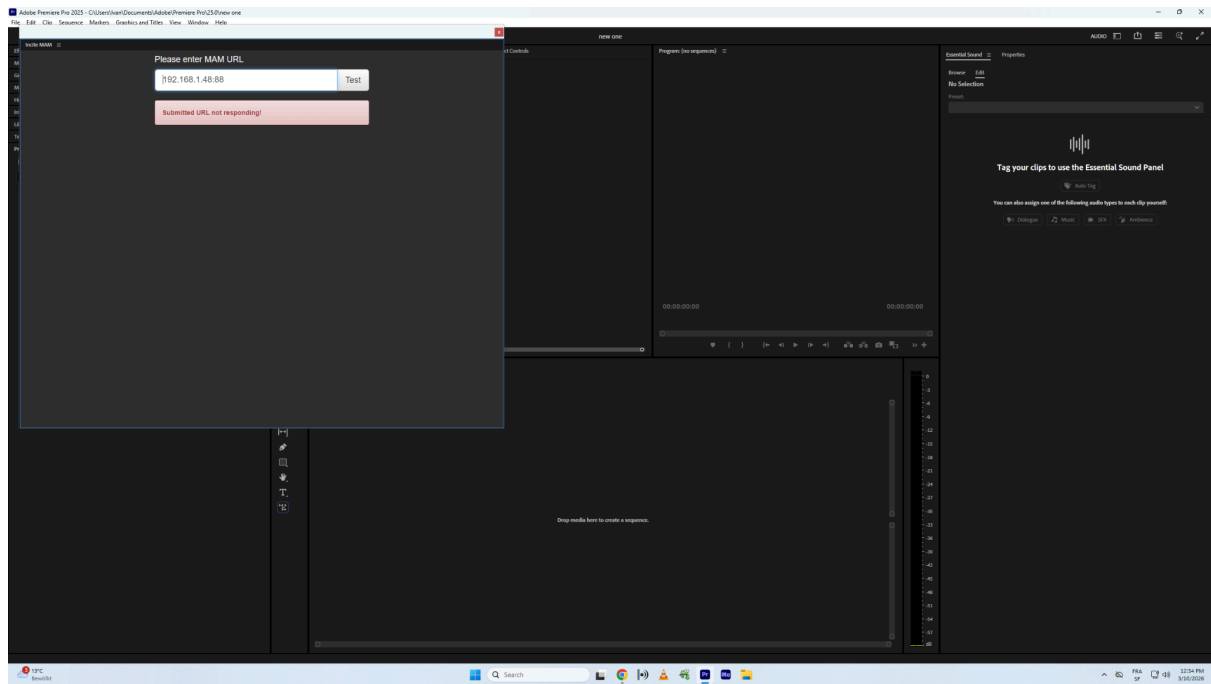
## 1. Opening the Incite MAM Plugin

To access Incite MAM inside Adobe Premiere Pro:

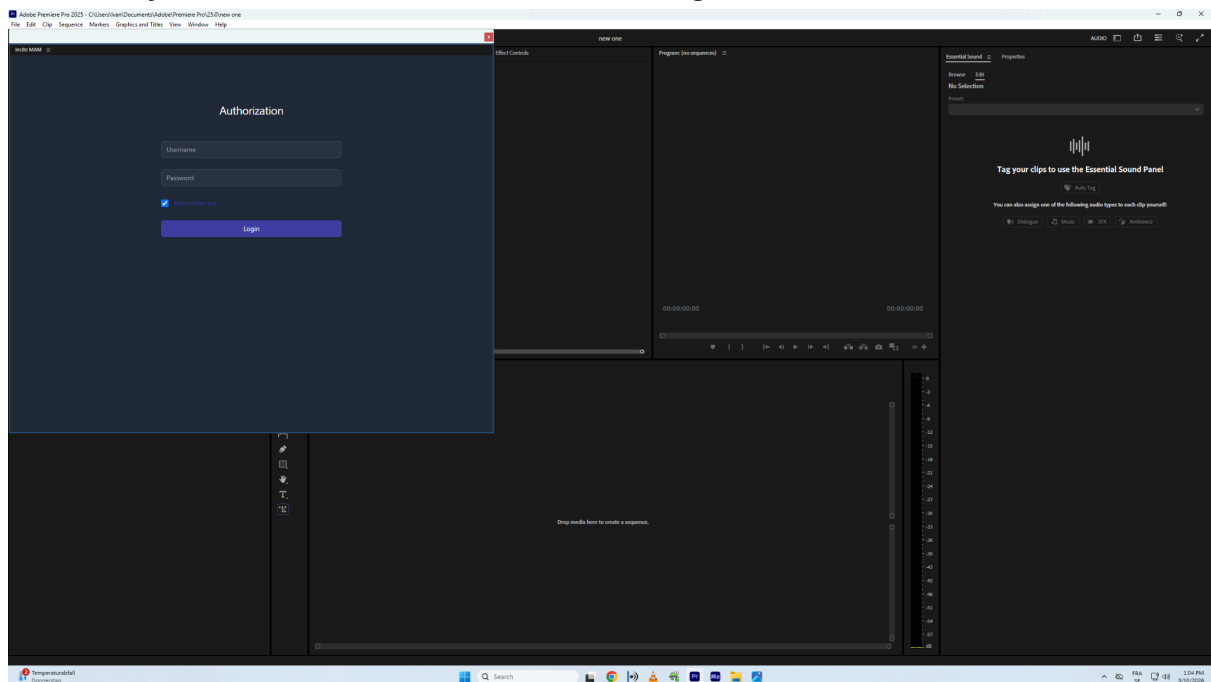
1. Open **Adobe Premiere Pro**
2. Go to **Window**
3. Select **Extensions**
4. Click **Incite MAM**



First enter the IP address of your MAM server and click Test.



Then enter your Access ID and Password and click Login.



Once opened, the Incite MAM panel can be docked in your workspace.

## 2. Understanding the Interface

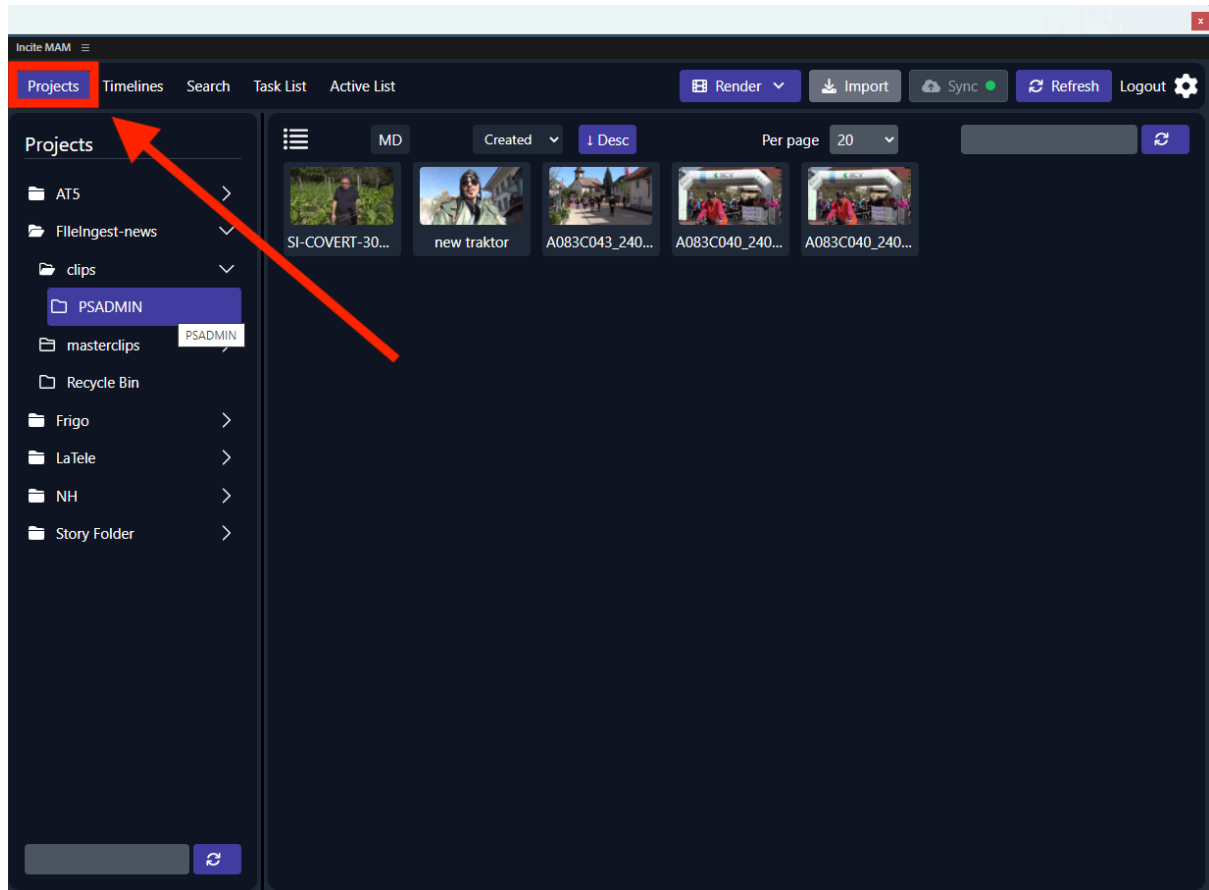
The Incite MAM panel contains the following main sections:

- **Projects** – Browse media by folder structure
- **Timelines** – Access saved timelines
- **Search** – Search media across the MAM
- **Render** – Export your finished edit
- **Import** – Import selected media into Premiere

## 3. Browsing and Searching Media

### Browse by Project

1. Select **Projects**
2. Navigate folders in the left panel
3. Select a folder to display its clips.



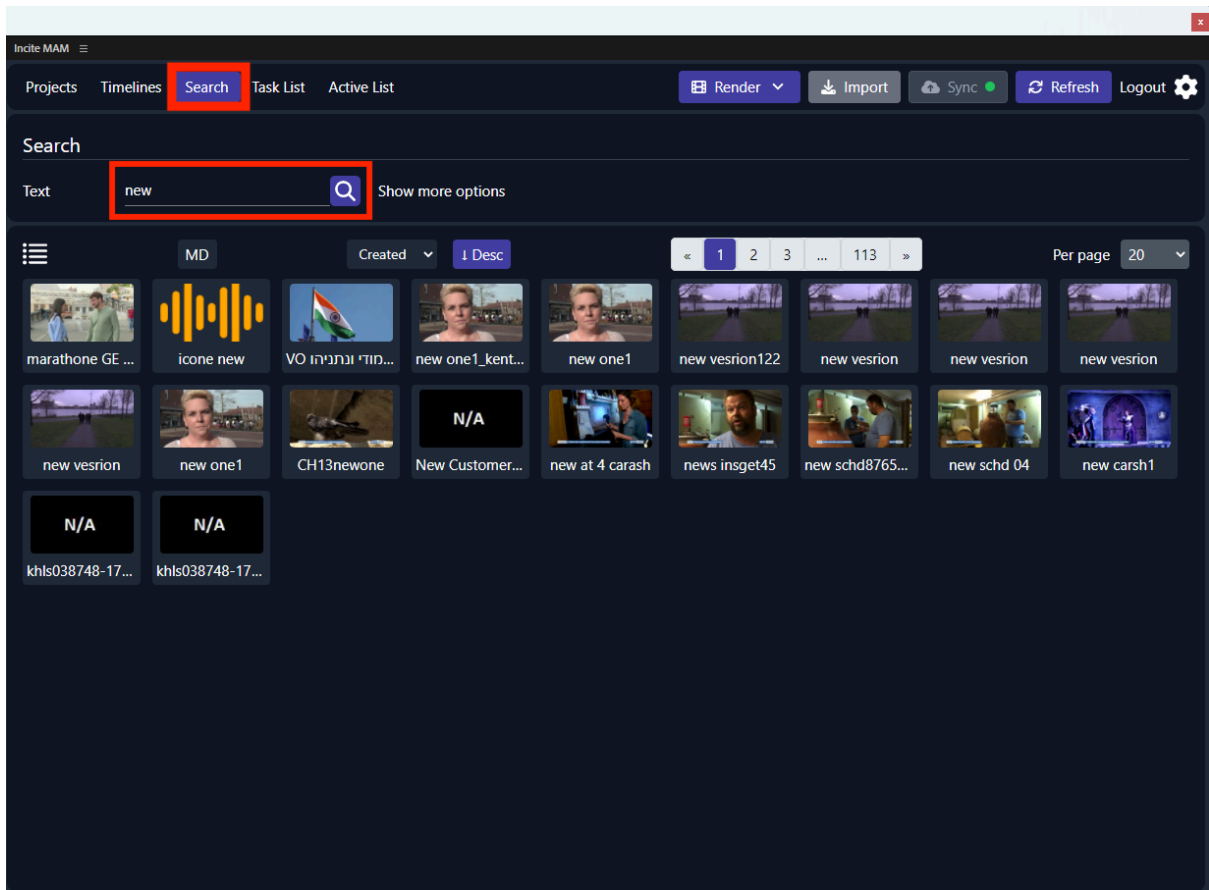
You can:

- Click once to view media information
- Double-click to preview media
- Switch between icon and list view
- Sort by name, date, or status

### Search for Media

1. Click **Search**
2. Enter keywords in the search field
3. Click the search icon

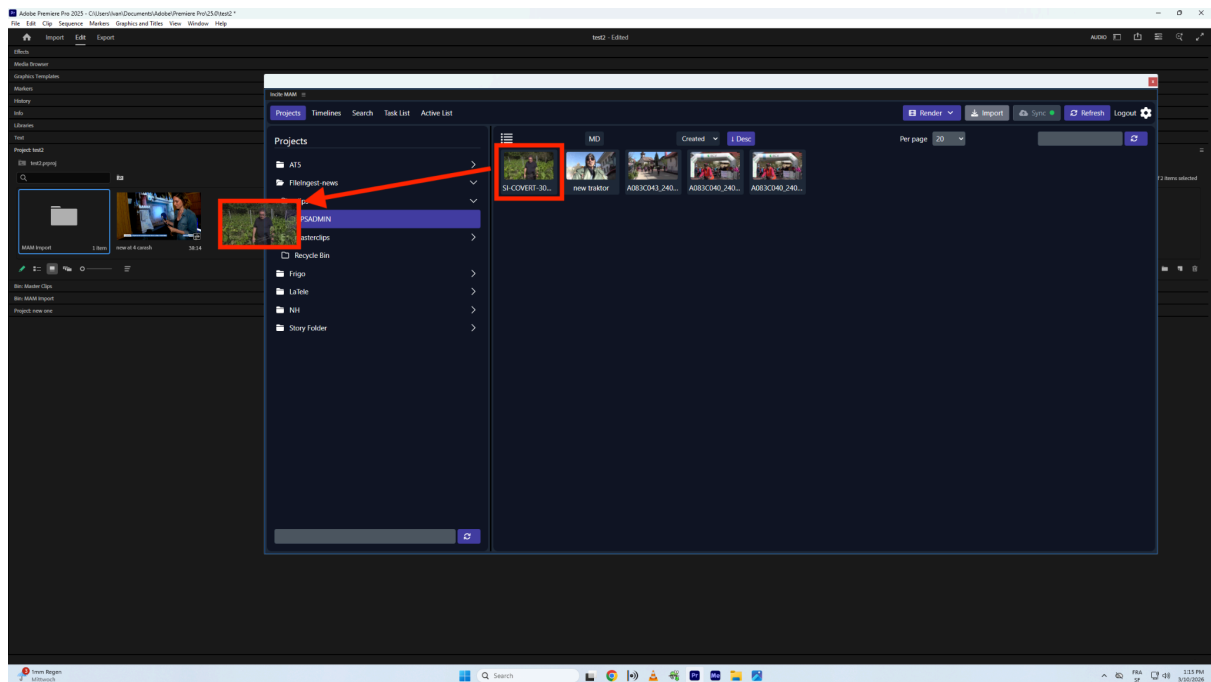
Search results display all matching media across the MAM.



## 4. Importing Media into Adobe Premiere

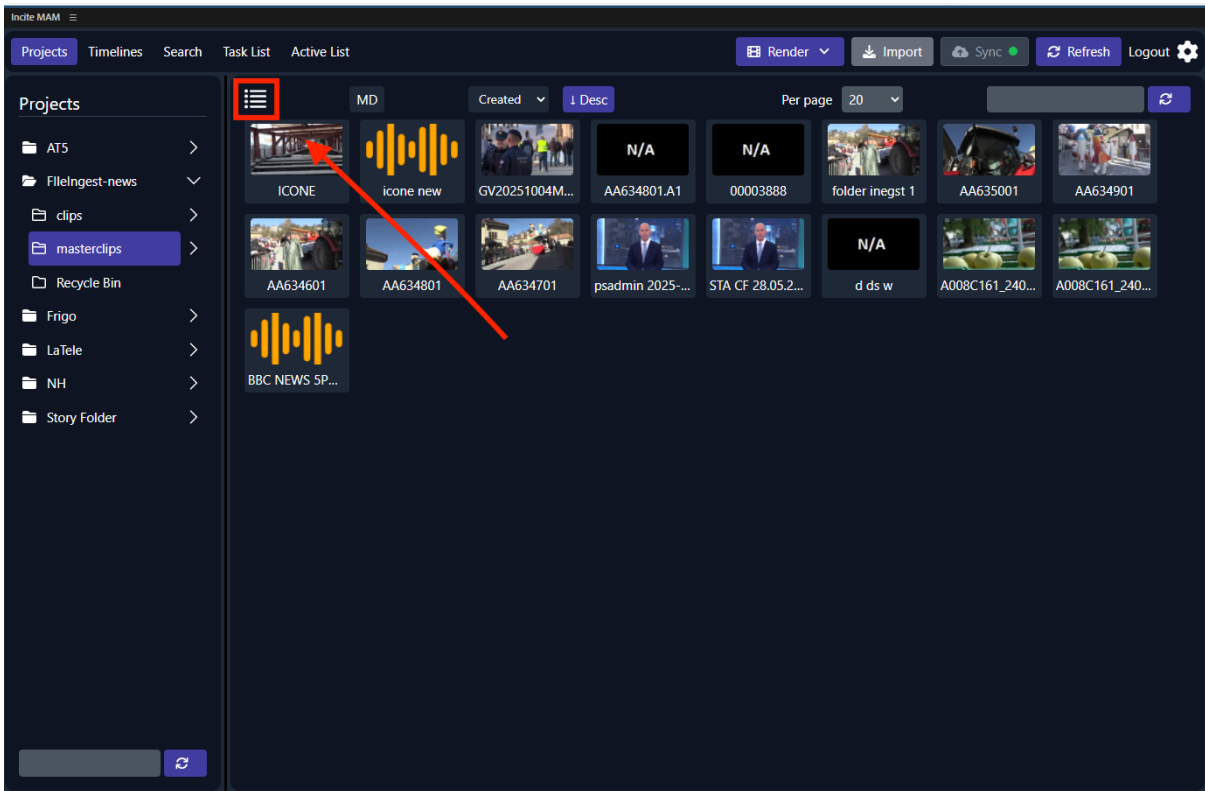
To import single clips:

1. Go to **Projects** or **Search**
2. Drag the media into the Premiere Project Panel (Bin).

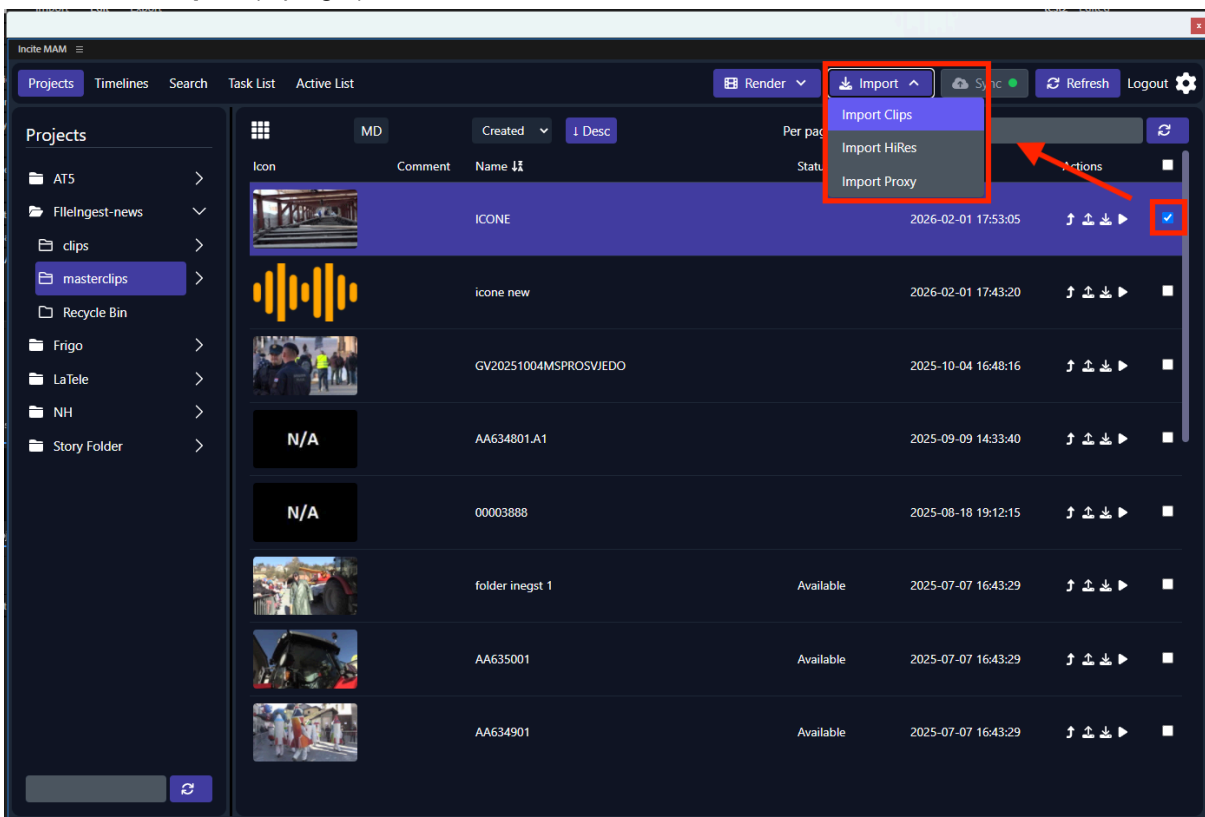


To import multiple media files at once:

# 1. Click List View



2. Select the desired clip(s) using the checkbox
3. Click **Import** (top right)



## 5. Importing a Timeline

If a timeline already exists in the MAM:

1. Click **Timelines**
2. Select the desired timeline
3. Double-click it

The timeline will be imported into your bin.

## 6. Editing and Exporting

Once media or a timeline is imported into Adobe Premiere:

1. Edit the sequence using the standard Adobe Premiere tools.
2. Apply cuts, effects, graphics, and audio adjustments as required.

All editing operations are performed directly inside Adobe Premiere.

When the edit is complete:

1. Click **Render** in the Incite MAM plugin.
2. Select the appropriate export option.
3. Confirm the export.

The system will then:

- Render the sequence
- Deliver the file to the connected newsroom system
- Update the media availability status automatically.

