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Avid Artist | DNxIQ Unveiled for 4K Monitoring and Universal Mastering

Next-generation video/audio interface offers extensive format support, including 4K monitoring and universal mastering capability, to enable video professionals to quickly and easily meet today's varied content demands and wide-ranging delivery requirements

LAS VEGAS, April 22, 2017 (GLOBE NEWSWIRE) -- **AVID CONNECT** — [Avid® \(Nasdaq: AVID\)](#), a leading global media technology provider for the creation, distribution, and monetization of media assets for global media organizations, enterprise users and individual creative professionals, today announced the availability of [Avid Artist | DNxIQ](#), a new hardware interface that delivers extensive format support, from SD to 4K. Part of Avid's commitment to offering the most comprehensive set of tools and workflow solutions to create, distribute and optimize media, Avid Artist | DNxIQ enables video professionals to quickly, easily and efficiently respond to rapidly changing content demands and delivery requirements driven from an ever-expanding range of channels and devices that today's content needs to feed. Avid will showcase Avid Artist | DNxIQ at the Avid booth during NAB 2017 (Booth #SU902).

"Video professionals today have to turn more content around faster to more devices than ever before. And the seemingly unending proliferation of video formats can make this a real challenge," said Dana Ruzicka, chief product officer, Avid. "With this in mind, Avid Artist | DNxIQ is built to handle any project that walks through the door - SD all the way to UHD, 4K and beyond. It features the most popular connection types encountered in a professional facility, and through its real-time Universal Mastering technology, it can easily deliver final masters for virtually any format and market."

Built in partnership with Blackmagic Design, Avid Artist | DNxIQ provides broad format support in a sleek yet sturdy configuration that enables users to work more flexibly and creatively. Thanks to the openness of the [Avid MediaCentral® Platform](#), the industry's most open, tightly integrated and efficient platform designed for media, Avid Artist | DNxIQ is compatible with any [Avid Artist Suite](#) solution and many third-party creative tools—including Blackmagic DaVinci Resolve, Apple Final Cut Pro X, Adobe Premiere Pro CC, and more.

"Since the launch of [Avid Artist | DNxIQ](#) two years ago, we've continued to work closely with Avid as an Alliance Partner, and are excited to launch Avid Artist | DNxIQ," said Grant Petty, founder and CEO, Blackmagic Design. "Our companies are at the forefront of high-resolution technology, and we're proud that together we're able to offer video professionals these amazing integrated solutions for creating greater-than-HD media."

Avid Artist | DNxIQ's Universal Mastering feature perfectly complements Avid's [Media Composer® | Symphony Option](#), providing real-time format and frame-rate conversion on output and playback. The new interface supports SD, HD, 2K, UHD and 4K ingest, monitoring and output. As well as supporting all major NLEs, it also supports Thunderbolt 3 and PCIe for Mac and PC.

Availability

The new Avid Artist | DNxIQ video interface is available now.

About Avid

Through [Avid Everywhere™](#), Avid delivers the most open and efficient media platform, connecting content creation with collaboration, asset protection, distribution and consumption. Avid's preeminent customer community uses Avid's comprehensive tools and workflow solutions to create, distribute and monetize the most watched, loved and listened to media in the world—from prestigious and award-winning feature films, to popular television shows, news programs and televised sporting events, and celebrated music recordings and live concerts. With the most flexible deployment and pricing options, Avid's industry-leading solutions include Pro Tools®, Media Composer®, Avid NEXIS™, Interplay®, ProSet™ and RealSet™, Maestro™, PlayMaker™, and Sibelius®. For more information about Avid solutions and services, visit www.avid.com, connect with Avid on [Facebook](#), [Instagram](#), [Twitter](#), [YouTube](#), [LinkedIn](#), or subscribe to [Avid Blogs](#).

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