



November 15, 2017

Avid's New Video-over-IP Interface Delivers More Flexible and Efficient Connectivity

Avid Artist | DNxIP enables broadcasters and large post-production facilities to benefit from the flexibility and efficiency of video-over-IP

BURLINGTON, Mass., Nov. 15, 2017 (GLOBE NEWSWIRE) -- [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 unveiled [Avid Artist™ | DNxIP](#), the latest addition to the Avid I/O family of hardware interfaces. Part of Avid's commitment to offering the most comprehensive tools and workflow solutions to create, distribute and optimize media, the new portable interface enables broadcasters and large post-production facilities to connect their entire studios over IP for greater flexibility and efficiency.

Built in partnership with AJA and powered by [MediaCentral](#)[®], the industry's most open, tightly integrated and efficient platform designed for media, Avid Artist | DNxIP is a Thunderbolt™ 3 equipped I/O device that enables the transfer of SMPTE standard HD video over 10 GigE IP networks, with high-quality local monitoring over 3G-SDI and HDMI 2.0. The highly portable desktop box eliminates the challenges of managing physical resources associated with legacy video routing over SDI and gives customers more flexibility in how they route video within their facilities.

"The increased agility and efficiency of IP workflows is a must have for content creators and broadcasters in today's competitive climate," said Alan Hoff, VP of Market Solutions for Avid. "We've collaborated with AJA on the newest addition to our Avid Artist product line, Avid Artist DNxIP, which offers broadcasters and post-production facilities a portable yet powerful video interface for IP workflows."

"DNxIP is the next evolution of our development efforts with Avid, a trusted technology partner. We're excited to be teaming up with them again on a next-generation hardware option that meets the needs of professional IP workflows," said Nick Rashby, President, AJA Video Systems.

Availability

Avid Artist | DNxIP will be available Q1 2018. For more information, visit www.avid.com.

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 Media Composer®, Pro Tools®, Avid NEXIS®, MediaCentral®, iNEWS®, AirSpeed®, Sibelius®, Avid VENUE™, Avid FastServe™, Maestro™, and PlayMaker™. 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](#).

© 2017 Avid Technology, Inc. All rights reserved. Avid, the Avid logo, Avid Everywhere, Avid Artist | DNxIP, Avid NEXIS, Avid FastServe, AirSpeed, iNews, MediaCentral, Media Composer, Maestro, PlayMaker, Pro Tools, Avid VENUE, and Sibelius are trademarks or registered trademarks of Avid Technology, Inc. or its subsidiaries in the United States and/or other countries. All other trademarks are the property of their respective owners. Product features, specifications, system requirements and availability are subject to change without notice.

PR Contact

Amy Paladino
amy.paladino@avid.com
+1 (617) 733-5121

Red Lorry Yellow Lorry (Avid's PR agency)
Josh Paterson — UK

Tanya Roberts — USA
avid@rlyl.com