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Avid Pro Tools Gets Boost on New iMac Pro

The fastest, most powerful Mac ever delivers the fastest, most powerful Pro Tools software for Mac, ever

BURLINGTON, Mass., Dec. 20, 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 announced the availability of a new version of Pro Tools® optimized for High Sierra 10.13.2, and introduced new video file support for post-production workflows, empowering users to tackle the most demanding audio post production and music creation projects with ease. Powered by MediaCentral®, the industry's most open, tightly integrated and efficient platform designed for media, the latest version of Pro Tools gains a significant boost in playback performance with the new iMac Pro.

Additionally, Pro Tools now enables more native AAX plug-ins within a session than ever before, enabling users to produce music with a greater number of virtual instruments and increase EQ, compression, and effects on their sub mixes. Users can run up to 36% more plug-ins on an 8-core iMac Pro and up to 62% more on a 10-core model, compared to the 27-inch iMac with Retina 5K display (2017) with Core i7 processor.

"The latest version of Pro Tools is packed full of enhancements," said Rob D'Amico, director of Pro Audio Market Solutions at Avid. "Pro Tools' Mac support underscores Avid's commitment to giving the creative community the freedom to take full advantage of Apple's most powerful Mac ever to deliver the most powerful, efficient and integrated DAW for audio post production and music creation."

Availability
Pro Tools 12.8.3 is now available. For more information, visit http://www.avid.com/pro-tools.

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.

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