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Avid Maestro Graphics Enables Content Creators to Bring High Impact Content to Air Faster Than Ever

The new versions of Maestro | Designer and Maestro | News let users create, manage and play out superior quality graphic content

BURLINGTON, Mass., Jan. 03, 2018 (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, has released the latest versions of its [Maestro™ | Designer](#) and [Maestro | News](#) solutions. The new versions enable content creators to create superior, high resolution graphics more efficiently than ever before.

Avid's award winning Maestro | Designer graphics authoring software has been enriched with even greater rendering power to create higher quality graphics and enhance visual identity and production value exponentially. Graphic designers can now create and view their content in 4K resolution without having to adjust the resolution of their graphics. Improved workflow efficiencies have also been added to Maestro | Designer to increase productivity and enable the turnaround of content even faster, including font handling, animation editing, and mask editing.

Avid has also enhanced its Maestro | News on air graphic suite with significant workflow efficiencies for both news and production environments. With the latest version of Maestro | News, users can quickly and easily reuse content and even mirror data between different production systems. Its simplified workflow now facilitates faster page creation and the ability to manage complex content more efficiently through its new rundown filtering capability.

"To maximize engagement, today's broadcasters must create outstanding content that's tuned for any consumer device," said Alan Hoff, VP of Market Solutions, Avid. "The latest enhancements available in Maestro | Designer and Maestro | News help broadcasters deliver video and 3D graphics in new and compelling ways to audiences everywhere."

Maestro | Designer features include:

| Better content faster

The latest Maestro | Designer offers numerous enhancements and improvements including improved categorization and handling to ease workflow and boost productivity. Users can now set specific animation start and end points for more precise playback, and work with and edit object masks more easily with the new Show Masks function. A new Scissor mask allows users to add a whole layer for more creative flexibility, and gain resolution independence with Scalable Vector Graphics.

| More powerful performance

Users can gain more powerful Avid [RenderEngine](#) performance with numerous under-the-hood improvements—using existing hardware. Without changing any other components, Maestro | Designer enables creative professionals to create higher quality graphics and augment visual identity and production value exponentially.

| Higher resolution viewing

With support for high-resolution monitors, Maestro | Designer can now scale its application display to the required resolution, making it easier to prep, create, view, and refine content in up to 4K resolution.

Maestro | News features include:

| Greater efficiency

Maestro | News provides new support for the Array control and exposers capability introduced in Maestro | Designer and RenderEngine. With Array control, users can set the timing of exported elements directly in the Maestro | Designer animation timeline while creating content, which will then trigger data being sent to a Maestro | News

property. Maestro | News pages can also now retrieve data values directly from a RenderEngine-loaded scene and send them to a completely different scene, providing a fast and easy way to reuse information or mirror data between different production systems.

| **A more simplified workflow**

New extended timeline scripting capabilities greatly accelerate the Maestro | News page creation process. This feature extends page script functionality further, enabling scripts to send exports and control animation, reducing the number of tracks needed in the timeline.

| **Faster location of stories**

With new rundown filtering capabilities, users can manage the content of complex stories and large rundowns more easily than ever by using different search keywords or phrases to apply a filter in the rundown to locate stories. Additionally, the new filter applies to the content inside any item, making it easier to find the exact story needed.

| **Expanded capabilities**

Maestro | News now offers a new Auto Still Cue settings option for the video playback module, enabling a clip to display relevant metadata in its first frame or in point when the video item is cued, facilitating better information sharing with production teams. Video items can be added from the MediaCentral | Maestro News app directly to a [MediaCentral | Newsroom Management](#) rundown. This enables access to media storage, quick creation of media In and Out points, and the ability to preview media and add it to the Maestro | News rundown, improving graphics and video workflows in news and production environments.

Learn more about Maestro | Designer at <http://www.avid.com/products/maestro-designer> and Maestro | News at <http://www.avid.com/products/maestro-news>.

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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