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Avid Delivers Unrivaled Integration with Waves SoundGrid Plug-ins for VENUE | S6L

New Avid VENUE software update and WSG-HD Option Card for Avid VENUE | S6L delivers the industry's tightest integrated Waves SoundGrid workflow for unmatched performance and reliability

ANAHEIM, Calif., Jan. 25, 2018 (GLOBE NEWSWIRE) -- **NAMM Show (North Hall, Booth #15501)** -- [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 new [Waves SoundGrid High Density \(WSG-HD\) Option Card](#) and [Avid VENUE™ software update](#) for its award-winning [Avid VENUE | S6L](#) live sound system that deliver unmatched hardware and software integration with Waves SoundGrid systems. S6L provides seamless [Avid Pro Tools®](#) integration and on-board industry-standard AAX plug-ins, and engineers can now mix with the same Waves sound processors used on the artist's studio recordings to re-create their signature studio sound live. This collaboration between Avid and Waves Audio provides live sound engineers with extensive tactile and software control of plug-in parameters, a vastly simplified setup, system redundancy, and much greater creative flexibility.

"We've worked with Waves to deliver a completely integrated experience for our live sound customer community," said Al McKinna, Director of Live System Product Management at Avid. "With Waves SoundGrid setup and plug-in control now fully incorporated into the VENUE software, S6L customers will enjoy the intuitive, lightning-quick workflows they need to mix the most demanding of live shows with ease."

Mick Olesh, EVP of Sales & Marketing at Waves, said: "We are delighted to offer Waves SoundGrid technology to Avid for integrated SoundGrid control and the use of Waves plug-ins on Avid's VENUE | S6L live console, thus boosting its mixing capabilities and offering live sound engineers a significantly enhanced and creative workflow."

Powered by [MediaCentral®](#), the industry's most open and efficient platform designed for media, this integration not only offers Avid VENUE | S6L users full control of all Waves plug-in parameters directly from S6L's host of knobs and the VENUE software interface, but it also supports full show file import from legacy systems. This enables engineers with VENUE show files created on older VENUE TDM-based systems (such as VENUE | Profile) that use Waves plug-ins to easily transfer them for use in VENUE | S6L—complete with plug-in parameters and settings.

The WSG-HD Option Card integrates directly with the latest VENUE software with Waves SoundGrid plug-ins showing up in the same VENUE Plug-ins Racks as S6L's on-board AAX DSP plug-ins, and full Snapshot automation and ADC support. The WSG-HD supports 128 audio paths and offers full redundancy and automatic failover when using two Waves SoundGrid systems. The card installs easily into the Avid VENUE | E6L engine, providing a direct link to Waves SoundGrid servers using a simple Cat5e cable, with no need for an additional network switch or external computer.

Avid VENUE | S6L is a fully modular, flexible live sound mixing system that delivers best-in-class functionality for a range of live sound mixing applications, including front-of-house, monitor, broadcast, theater, and more. Offering unprecedented processing capabilities—with more than 300 processing channels—S6L delivers unrelenting performance and reliability through its advanced engine design, backed up by modern touchscreen workflows and the scalability to easily handle large, complex tours and events. With a broad array of network and I/O offerings, users can easily configure the system to meet the demands of any type of show.

Availability

The new Avid VENUE software update will be available free to Avid VENUE | S6L customers with an active support contract in Spring 2018. The new WSG-HD Waves SoundGrid Option Card is available from [Avid resellers](#). For more information visit www.avid.com/S6L.

About Avid

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