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Avid Unveils Next Generation Maestro | PowerWall Display Solution for Affordable Studio Production

Maestro | PowerWall cuts the cost of delivering UHD 3D graphics for studios and eliminates need for specialized graphics expertise

LAS VEGAS, April 07, 2018 (GLOBE NEWSWIRE) -- **AVID CONNECT** -- Avid[®] (Nasdaq:AVID), the platform that powers media and entertainment, today introduced the next generation Maestro™ | PowerWall display control and management solution that puts the power of UHD-quality graphics into the hands of any television broadcaster. Avid developed Maestro | PowerWall to bring greater value to its customers by simplifying production and eliminating prohibitive costs for creating and presenting 3D graphics and video content on multiple displays regardless of size, dimension, or resolution. Announced today at the fifth annual Avid Connect, Maestro | PowerWall provides powerful video wall capabilities, a high-performance video processing engine, and real-time, data-driven graphics to more easily and rapidly infuse news, sports, and entertainment broadcast with greater excitement to captivate viewers. Maestro | PowerWall will be demonstrated during the NAB Show at Avid's booth #SU801, April 9-12.

Maestro | PowerWall (successor to Maestro I TD Control™) offers a significantly simpler production process managed through its single, completely redesigned user interface to present, manage, and control real-time 3D graphics, live and recorded video, augmented reality content, visual effects, images, and live data feeds simultaneously across multiple ultra-high-resolution studio surfaces. This can all be managed directly from Maestro I PowerWall, which can handle up to 16 live sources with a constant two-frame delay ensuring natural interaction between in-studio talent and field reporters, making it ideal for use in and out of studio broadcasts.

Additional new Maestro | PowerWall features include the ability to:

- **Create graphic layouts instantly:** With the new production manager tools, Maestro | PowerWall operators, graphic designers and set designers can quickly create and customize graphics templates. By introducing new pre-production efficiency, PowerWall enables teams to respond and adapt immediately to widely varying production needs and changes. It also accelerates time to air (from graphics concept to playout), eliminates the need for costly professional services inherent with competitive offerings, and minimizes complexity and set-up time, thereby reducing operating costs.
- **Control content with ease:** Maestro | PowerWall has an extensively redesigned and optimally intuitive user interface that flattens the learning curve for operators and graphic designers.
- **Gain smoother operation:** Maestro | PowerWall offers greater performance and robust reliability to withstand the pressure of live playout based on its completely revamped architecture and code base. From mapping content to video walls and managing production, to integrating new technologies into your workflow, Maestro | PowerWall accelerates and eases the process.

"Broadcasters of every size can adopt higher production values with visually stunning studio sets and more powerful images that help to attract and retain audiences," said Ofir Benovici, Vice President, Graphics and Video Servers at Avid. "Avid designed the new Maestro | PowerWall to finally level the playing field for UHD-quality graphics so that any broadcaster can elevate their programming with dramatic enhancements like 3D, augmented reality and more."

Maestro | PowerWall integrates seamlessly with existing control room workflows. It works with a wide variety of newsroom systems (including MediaCentral® | Newsroom Management), production switchers, and routers to minimize workflow complexity while increasing efficiency. It also works with any type of studio display, including LED, LCD, plasma, rear projection, and projector, making it a seamless, cost-effective addition to any broadcast environment.

Availability
Maestro | PowerWall will be available by summer 2018. To learn more about Avid's broadcast graphics solutions, please visit: http://www.avid.com/solutions/broadcast-graphics.

About Avid
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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