



April 7, 2018

## Avid Announces Availability of New Post Production Workflow Tools and Solutions

**Integrated post production workflows centered on MediaCentral | Editorial Management give everyone—from small editorial teams to global media enterprises—the speed, collaboration and efficiency needed to take on the most demanding projects**

LAS VEGAS, April 07, 2018 (GLOBE NEWSWIRE) -- **AVID CONNECT** -- [Avid®](#) (Nasdaq:AVID), the platform that powers media and entertainment, today announced the immediate availability of its new generation of video post-production workflow innovations delivering greater integration, speed, and collaboration for everyone from small editorial teams to global media enterprises. Powered by [MediaCentral®](#), the new post workflow tools and solutions integrate [MediaCentral | Editorial Management](#) for collaborative asset management with industry-leading [Media Composer®](#) video editing software, the new [Avid® Artist™ | DNxID](#) video I/O hardware, and [Avid NEXIS®](#) software-defined storage.

This tightly-integrated, scalable platform enables creative teams to deliver their best work faster, and work more efficiently with 4K and 8K media and other demanding formats using an intuitive end-to-end workflow spanning editing, storage, I/O acceleration and asset management. Unveiled today at the fifth annual [Avid Connect](#), these offerings will be demonstrated at the NAB Show in Avid's booth #SU801, April 9-12.

"Production teams — especially video post-production teams — face more pressure than ever to work faster in higher resolutions," said Alan Hoff, Vice President, Market Solutions at Avid. "And to produce 4K and 8K content, you need end-to-end performance and connectivity for teams to operate seamlessly together. Avid's next-generation post-production solutions will accelerate high-resolution workflows and automate media management operations, enabling creative talent to focus on their storytelling to a degree never before possible."

With Avid's post workflow innovations, customers can easily scale the number of seats and add incremental media services and modules when teams must grow to meet increasing content demands. Avid's flexibility allows for integration with hundreds of third-party products, including Adobe Premiere Pro CC, for an open, cloud-ready post-production platform comprised of:

### ▮ **Intuitive media management in a streamlined user interface**

[MediaCentral | Editorial Management](#) is an all-inclusive collaboration platform that empowers an entire team to take part in the media creation workflows. It is a simple-to-deploy asset management tool that enables small-to-mid-size post production and broadcast teams to collaborate through secure, reliable and easily configured media workflows from an integrated panel inside Media Composer, as well as from a web browser and mobile clients. Enabled by Editorial Management's new HyperBin architecture, for the first time ever, assistants and producers can create and modify HyperBins, add locators and metadata, create subclips, and perform other asset management tasks—all from MediaCentral | Cloud UX, an easy to use web browser interface, freeing the editor to spend more time creating and less time finding and managing media.

### ▮ **Media Composer solutions that suit everyone**

- ▮ Featuring a more expansive and customizable feature set for any kind of project, [Media Composer](#) gives independent editors all the tools they need to maximize their creative talent and stay ahead of the competition—now for under \$20 per month.
- ▮ For the very best in post production, the new [Media Composer | Ultimate](#) empowers creative teams with access to Avid's unparalleled collaborative capabilities, and includes game-changing tools like [Media Composer | ScriptSync® Option](#) and [Media Composer | PhraseFind™ Option](#) to accelerate the editing process and make the most of every spoken word in a project.

### ▮ **Complete 4K I/O solutions in a portable and affordable configuration**

Avid's expanded Artist I/O family now includes Artist | DNxID and [Avid Artist | DNxIP](#). The new Artist | DNxID delivers highly affordable and ultra-portable, high-resolution 4K monitoring for professionals on the go, while Artist | DNxIP connects to standard IP networks to efficiently route digital signals between Media Composer and the entire facility.

## ▮ **Avid NEXIS shared storage innovations**

Avid offers a full lineup of powerful storage solutions for post production and is showcasing several new innovations at NAB 2018. The expanded Avid NEXIS | E2 SSD now features a 40 Gbps client, providing the access speed, increased throughput, and reliability ideal for 4K high-resolution finishing. The new [Avid NEXIS | E5 NL](#) (available May 2018) delivers high-density, protected storage that enables creative teams to move media from on-line to nearline quickly if a project goes on hold, or while awaiting final approval. With these new offerings, Avid now has the most comprehensive tiered storage solutions for post production—from high-performance 8K workflows to project archive. Each NEXIS offering is tightly integrated into Avid media applications, services and workflows, and includes a new web-based Avid NEXIS management console app for managing, controlling and monitoring Avid NEXIS installations.

Avid NEXIS is easily accessed through [MediaCentral | Cloud UX](#) or [Media Composer®](#) and integrates with [MediaCentral | Editorial Management](#) to drive collaboration, including project and bin sharing.

To learn more about the new post-production tools and solutions, please visit <http://www.avid.com/solutions/video-post-production>.

## **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](http://www.avid.com), connect with Avid on [Facebook](#), [Instagram](#), [Twitter](#), [YouTube](#), [LinkedIn](#), or subscribe to [Avid Blogs](#).

*© 2018 Avid Technology, Inc. All rights reserved. Avid, the Avid logo, Avid NEXIS, Avid FastServe, AirSpeed, Artist, iNews, Maestro, MediaCentral, Media Composer, PlayMaker, Pro Tools, ScriptSync, PhraseFind, 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:**

Avid  
Amy Paladino  
[amy.paladino@avid.com](mailto:amy.paladino@avid.com)  
+1 617-733-5121

Red Lorry Yellow Lorry (Avid's PR agency)  
Alex Humphries-French — UK  
Tanya Roberts — USA  
[avid@rlyl.com](mailto:avid@rlyl.com)