



## Avid Xpress Pro to Deliver Extensive HD Support

**Award-winning software to work with native HDV, DVCPRO HD, and new Avid DNxHD high-efficiency encoding technology for 10-bit HD**

LAS VEGAS, Apr 18, 2004 (BUSINESS WIRE) -- Avid Technology, Inc. (NASDAQ: AVID) today announced that Avid Xpress® Pro software - the award-winning, portable nonlinear editing solution for both Windows and Mac platforms - will support a wide range of HD formats. Planned for availability in late 2004, a future version of Avid Xpress Pro software will offer the ability to edit native HDV MPEG and Panasonic DVCPRO HD formats, as well as support Avid DNxHD™ - a revolutionary 10-bit HD encoding technology that enables HD postproduction with the same storage bandwidth and capacity requirements as SD files. The Avid DNxHD technology is engineered to deliver pristine image quality after multi-generation compositing, offering HDV users high-quality processing for stunning composites, titles, and graphics.

"Avid Xpress Pro already offers a wealth of advanced editing features, and now we're taking a giant leap forward by announcing the broadest range of support for HD formats in a portable editing solution," said Tim Wilson, senior manager of product marketing for Avid. "Whether working with HDV, DVCPRO HD, or Avid DNxHD formats - or mixing them together in the same timeline - our customers will be able edit media of astonishing quality, even on a laptop, without lengthy transcode times or the bulky storage requirements typically associated with HD media."

Avid also today announced version 4.5 of Avid Xpress Pro software, expected to ship in Q2 2004. This version will offer new production capabilities, including Material Exchange Format (MXF) support, Panasonic DV50 media compatibility, FluidFilm progressive encoding, Windows Media 9 (WMV HD) direct export, and SmartSound SonicFire Pro professional soundtrack creation.

### Pricing & Availability

The version of Avid Xpress Pro software with HD capabilities is expected to be available in late 2004. Customers who purchase Avid Xpress Pro software after April 18, 2004, will be able to upgrade to this new version for \$49.95 USMSRP. Avid Xpress Pro 4.5 software is expected to be available in Q2 2004 as a free upgrade for current Avid Xpress Pro customers. The Avid Xpress Pro software is priced at \$1,695 USMSRP.

For more information about Avid Xpress Pro software or Avid's other products and services, please visit [www.avid.com](http://www.avid.com).

### About Avid Technology, Inc.

Avid Technology, Inc. is the world leader in digital nonlinear media creation, management, and distribution solutions, enabling film, video, audio, animation, games, and broadcast professionals to work more efficiently, productively, and creatively. For more information about the company's Oscar®, Grammy®, and Emmy® award-winning products and services, please visit: [www.avid.com](http://www.avid.com).

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