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Avid Launches Music Creation and Cloud-enabled Collaboration Innovations for Pro Tools

Pro Tools 12.7 enables artists and producers to explore and find audio samples faster, provides inspiration with a fresh creative sound library, and facilitates experimentation and sharing with versioning workflows

BURLINGTON, Mass., Dec. 21, 2016 (GLOBE NEWSWIRE) -- [Avid](#)[®] ([Nasdaq: AVID](#)) today announced a new version of its fully cloud-enabled [Pro Tools](#)[®] application, the industry-leading digital audio workstation software used by award-winning artists and the largest media companies in the world. Powered by the [MediaCentral](#)[®] Platform, the industry's most open, tightly integrated and efficient media platform, Pro Tools 12.7 brings new music creation workflows, plus improvements for artists and audio professionals to connect and collaborate anywhere in the world via the cloud. As part of Avid's commitment to offering the best and most comprehensive tools and workflow solutions to create, distribute and optimize media, Pro Tools 12.7—the seventh consecutive quarterly Pro Tools release since Avid introduced Avid All Access Plans and Cloud Subscriptions—delivers powerful new features for music creation and collaboration.

"With music creation tools being so accessible, there's more independent talent competing to be heard, so artists and producers need a creative edge to break through," said Tim Claman, vice president, platform and solutions, Avid. "With this latest version of Pro Tools, we're continuing to deliver innovations that give our preeminent community of customers—from artists, songwriters, musicians and producers to sound designers, editors and mixers—the tools they need to create without bounds and cut through the noise in a crowded market."

Pro Tools 12.7 dramatically improves searching and creative exploration of loop and sound effect libraries with Soundbase. This tag-based search interface complements the existing Workspace Browser by enabling users to browse content using the standard metadata tags embedded in nearly every sound library. With Soundbase, users have much better insight into the types of content available and can explore content more efficiently. Users can search sound libraries by instrument, genre, tempo, key, time signature, or their own customized tags, and audition content in sync with their projects. Plus, Soundbase makes it easy to create, add or modify tags to ensure the best experience.

To complement the Soundbase capabilities and inspire music creators, Pro Tools 12.7 comes with a 2 GB high-quality sample library from Loopmasters. The sample library features a newly curated selection of content created by some of the industry's leading producers and sound designers, and is thoroughly tagged for easy browsing in Soundbase.

Revision History enables artists and audio professionals to create and manage multiple versions of projects, as well as backups, media and descriptive project metadata, all powered by the cloud. This makes it easy for users to explore new versions of a song or soundtrack, make notes, share ideas with others, and quickly jump back to any previous state from anywhere. By organizing all version history, audio and video files, notes and other data, Pro Tools gives users the flexibility to experiment with new ideas without having to interrupt the creative process to deal with cumbersome file management.

Pro Tools 12.7 is available now with flexible deployment models and licensing options, including cloud-based subscriptions or traditional license options. For more information visit <http://www.avid.com/pro-tools>.

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 Pro Tools[®], Media Composer[®], Avid NEXIS[™], Interplay[®], ProSet[™] and RealSet[™], Maestro[™], PlayMaker[™], and Sibelius[®]. 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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