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Avid Previews Open and Interoperable IP Workflows for the MediaCentral Platform

Company demonstrates industry leadership in the transition to native IP infrastructure, providing a unified platform for converged file-based and signal-based workflows

LAS VEGAS, April 16, 2016 (GLOBE NEWSWIRE) -- **NAB (Booth #SU902) - [Avid®](#)** (NASDAQ:AVID) today announced its plan to accelerate the media industry's transition to IP by supporting real time IP signals in the [Avid MediaCentral™](#) Platform, delivering a unified environment for converged file-based and live signal-based media workflows. In technology presentations at the Avid booth (#SU902) at NAB 2016, Avid will demonstrate native IP-based workflows as well as hybrid SDI/IP workflows that enable media companies to leverage standard IT infrastructure, while managing the transition to IP at their own pace.

Avid MediaCentral, the industry's leading platform for file-based workflows, is being extended to support emerging open technology standards for the delivery of professional audio and video streams over standard IP networks. Future updates to the Avid MediaCentral Platform will enable Avid customers to orchestrate automated content flows that span all facets of media content creation and distribution, incorporating Avid tools and infrastructure as well as partner solutions from its growing ecosystem. By integrating file-based workflows with live signal-based workflows, Avid aims to complete the digitization of the entire media value chain, enabling innovative new workflows while unlocking new levels of agility and efficiency.

"Media organizations have traditionally separated file-based content from live signals, relying on legacy baseband technologies for moving signals within and between facilities. But aging SDI infrastructure is expensive and inflexible," said Tim Claman, vice president of Platform and Solutions at Avid. "By IP-enabling our products and extending the MediaCentral Platform to support IP stream-based workflows, Avid is creating a path to the operational agility and efficiency our customers require. The technology demonstrations we are presenting at NAB this year illustrate the first steps in this exciting transition, while underscoring our market leadership and extending the vision of [Avid Everywhere™](#)."

Most large-scale media organizations continue to use specialized technologies, such as coaxial cabling and SDI signals, to transport the large payloads of professional audio and video data in real time. In recent years however, rapid technological advancements have made it possible to pass professional audio and video signals over standard IP networks, and the industry is shifting away from purpose-built technologies like SDI. IP adoption will transition the industry to format-agnostic infrastructure while easing the migration to emerging image formats, including UHD and HDR.

Avid conducted market research with members of the Avid Customer Association to develop and optimize its strategy for the transition to IP. In addition to implementing open technology standards across the MediaCentral Platform, Avid is collaborating with customers in key industry groups to promote interoperability and enable innovative new workflows. Avid will also enhance existing solutions that have previously offered SDI signal interfaces (e.g. ingest, playout, editing, graphics) by adding IP interfaces in future versions, providing customers with the freedom to choose their pace of transition without disrupting their current operations.

Key highlights of the IP technology presentation at NAB 2016 include:

- ┆ Demonstrating interoperable IP workflows with partners including Grass Valley and Sony
- ┆ Demonstrating IP interfaces for Avid products that have historically supported SDI signals, such as Media Composer
- ┆ Announcing an open, agnostic, standards-based architecture for IP signals in the MediaCentral platform
- ┆ Announcing support for open technology standards and industry consortia, including the AIMS Alliance, which Avid recently joined

Availability

Avid will be announcing commercial releases for different products in the near future, as well as updates for the Avid MediaCentral Platform.

About Avid

Through [Avid Everywhere™](#), Avid delivers the industry's most open, innovative and comprehensive media platform connecting content creation with collaboration, asset protection, distribution and consumption. Media organizations and

creative professionals use Avid solutions to create the most listened to, most watched and most loved media in the world—from the most prestigious and award-winning feature films, to the most popular television shows, news programs and televised sporting events, as well as a majority of today's most celebrated music recordings and live concerts. Industry leading solutions include Avid NEXIS™ Pro Tools®, Media Composer®, ISIS®, 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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