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## Avid Showcases New Innovations for Audio at AES 2016

### New workflow updates and flexible offerings now available, giving audio professionals the foundation to create high-quality content more efficiently and affordably

LOS ANGELES, Sept. 29, 2016 (GLOBE NEWSWIRE) -- **AES (Booth #303)** — [Avid®](#) (Nasdaq:AVID) today announced the availability of new audio editing innovations and flexible options for accessing its flagship [Pro Tools® | HD](#) toolset. Fulfilling key promises of [Avid Everywhere™](#), these advancements, enabled by the [MediaCentral® Platform](#), accelerate recording, editing, and mixing workflows so audio professionals can create the highest-quality content more powerfully, efficiently, and affordably.

#### Pro Tools 12.6

New Avid [Pro Tools 12.6](#) software delivers powerful new editing capabilities that give audio professionals even more control over their editing workflow and enables faster and more fluid mixing than ever before. The Clip Effects and layered editing features make it possible to edit and prepare mixes faster and more powerfully. Additionally, audio professionals can accelerate production using automatic playlist creation and selection using shortcut keys. Furthermore, Pro Tools 12.6 delivers enhanced "in-the-box" dubber workflows requested by the most prominent facilities in the world.

#### Pro Tools | HD Software standalone

New standalone purchasing options mean that customers can now purchase or subscribe to [Pro Tools | HD software](#) as a stand-alone product, independent of Pro Tools | HD hardware bundles. This means that audio professionals have more flexible, affordable access to the premium audio post and pro mixing toolset in Pro Tools | HD software than ever before. Facilities can easily add additional seats for offline editing tasks that may not require high channel counts, DSP acceleration, or sync.

#### More affordable and flexible options for Pro Tools | HDX and HD Native

The components that comprise a Pro Tools | HD system—Pro Tools | HD software, [HDX](#) or [HD Native card](#), and [HD Series audio interface](#)—are available à la carte and priced at an even greater value so audio professionals can flexibly and affordably define the system that fits their needs.

"With increasingly complex soundtracks, higher client expectations, smaller budgets and shorter turnaround times, today's audio professionals need to deliver top-quality results quickly and efficiently," said Tim Carroll, VP Product Management, audio at Avid. "With this new Pro Tools release and new flexible options, the best audio editing workflow just got better, helping audio pros stay ahead of the game by making it easier and more affordable than ever to access the industry's leading solutions for audio post and pro mixing."

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

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