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Avid Everywhere Brings Resolution Independence to Film and Television Production

Media Composer | Software in the Avid Artist Suite Will Enable Video Professionals to Quickly and Efficiently Acquire, Manage, Edit, and Deliver Native 4K Media

AMSTERDAM, Netherlands, Sept. 11, 2014 (GLOBE NEWSWIRE) -- **IBC (Hall 7, Booth #J20)** -- Avid® (OTC:AVID) today announced an update for [Media Composer® | Software](#) that will allow video professionals to acquire, manage, edit, and deliver native 4K media faster and more efficiently than ever, whether working on premises or in the cloud. Leveraging the newly announced Avid Resolution Independence architecture, Media Composer will offer the most complete and flexible end-to-end workflow for file-based editing of any resolution, helping content creators deliver higher quality content in more collaborative, powerful, and efficient ways—a key element of [Avid Everywhere](#).

Media Composer is part of the [Avid Artist Suite](#) of content creation applications—powered by the [Avid MediaCentral Platform](#) and comprised of the company's industry-standard creative tools, including video editing, graphics creation, music creation, music notation, audio post, and live sound solutions.

"As the demand for 4K content continues to rise, content creators are struggling to efficiently manage, edit, and deliver high-res media," stated Chris Gahagan, senior vice president of Products and Technology at Avid. "Media Composer will solve these issues by enabling video professionals to work with native 4K formats in real time, and create the high quality, inspiring content that today's audiences demand—all using their existing production infrastructure and workflows."

With support for native 4K formats, Media Composer | Software helps video professionals deal with the broadest variety of media—from SD to HD to high-res, and even tape archive media—brought in by clients. By editing 4K media natively, video professionals can reduce time-consuming, non-billable transcoding tasks, spend more time on creative storytelling, and deliver projects on time and on budget.

Media Composer | Software with native 4K editing will enable editors to:

- Automate the process of transcoding and moving high-res media throughout the production environment
- View real-time 2K/4K media in its native resolution on a client monitor using third-party I/O hardware
- Deliver a high-res master of finished projects directly from Media Composer, eliminating the need to export to other tools for finishing

Avid DNxHR-4K beauty without the bandwidth

Additionally, Avid introduced Avid DNxHR, a new extensible media codec that makes it possible to perform high-res editorial tasks within HD-capable infrastructures by allowing editors to easily scale files from proxy to mastering resolutions using full high-res rasters. Avid DNxHR is at the center of the Avid MediaCentral Platform's Resolution Independence architecture, and enables anyone working within an existing Avid environment to incorporate high-res workflows.

Availability

Media Composer with native 4K editing, and the new Avid DNxHR codec, are planned for release in Q4 2014.

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 for the most listened to, most watched, and most loved media in the world—from the most prestigious and award-winning feature films, music recordings, and television shows, to live concerts and news broadcasts. Industry leading solutions include Pro Tools®, Media Composer®, ISIS®, Interplay®, and Sibelius®. For more information about Avid solutions and services, visit www.avid.com, connect with Avid on [Facebook](#), [Twitter](#), [YouTube](#), [LinkedIn](#), [Google+](#); or subscribe to [Avid Blogs](#).

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