



Avid DS Nitris Family Delivers Powerful New Features and HD Workflow Capabilities

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New versions of Avid DS Nitris systems offer enhanced editing, compositing, and interoperability features, plus Avid DNxHD high-efficiency encoding for 10-bit HD

Avid Technology, Inc. (NASDAQ: AVID) today announced version 7.5 of its Avid(R) DS Nitris(TM) and Avid DS Nitris Editor systems - the industry's most powerful real-time finishing systems for SD, HD, and digital intermediates 2K/4K projects. This latest version of the Avid DS Nitris family offers extensive new editing, compositing, and workflow capabilities, and introduces support for Avid DNxHD(TM) - a revolutionary 10-bit HD encoding technology that enables collaborative HD postproduction via the Avid Unity(TM) MediaNetwork with the same storage bandwidth and capacity requirements as SD files. The Avid DS Nitris family is also fully compatible with the Media Composer(R) Adrenaline(TM) system, creating an efficient, transparent offline-to-online HD postproduction workflow.

"HD is rapidly becoming a leading format in a wide range of markets - from primetime television to commercials to corporate/industrial production - and we want to make sure that our customers have access to the most feature-rich, high-quality, and high-performance systems to handle virtually any HD editing, compositing, or mastering project that comes through the door," said Dana Ruzicka, director of Post Solutions for Avid. "We've packed the latest versions of Avid DS Nitris full of enhancements to give editors and artists the ultimate in quality, real-time performance, automatic conform, and creative versatility, and to enable them to easily share HD media across collaborative editing environments. No other company offers the same power and flexibility in a single system."

Key new capabilities in the Avid DS Nitris and Avid DS Nitris Editor 7.5 systems include:

Avid DNxHD Encoding Technology

The new Avid DNxHD encoding technology operates in a 4:2:2 color space and is available in three user-selectable bandwidth configurations: 220 megabits per second (Mbps) for both 10-bit and 8-bit video, and a highly efficient 8-bit configuration requiring only 145 Mbps for 720p and 1080p/i HD resolutions. Avid DS Nitris customers working with Avid DNxHD technology can create multiple streams of full-resolution effects - such as color correction, DVEs, transitions, and titles - in real time. The Avid DNxHD technology uses the Material Exchange Format (MXF), an open media file wrapper that enables direct media interchange between Avid and third-party MXF-compliant products. Version 7.5 of the Avid DS Nitris family also delivers MXF support for common SD formats, such as DV25, DV50, IMX, and Meridien(TM) JFIF.

Extended Digital Intermediates/Film Functionality

Version 7.5 offers new 2K/4K digital intermediates capabilities, including a large number of preset sequence types for various film scanning resolutions and apertures; a feature that enables users to

read timecode from, and output timecode to, DPX files; a timecode view for looking at multiple timecodes from either sequence or source clips; and an HD proxy working resolution that leverages the real-time power of the Nitris Digital Nonlinear Accelerator(TM) (Avid DNA(TM)) hardware while working with a native 2K/4K RGB sequence.

Powerful New Effects and Compositing Capabilities

Extensive color-correction enhancements to the Avid DS Nitris family include soft-clipping and RGB-clipping options; the ability to adjust the gain, gamma, and offset parameters on a per-channel basis; and the capability to adjust black and white points without affecting the gamma value. The Avid DS Nitris 7.5 family also offers improved anti-aliasing and blurring of mattes and graphics shapes, as well as enhanced Effects Tree compositing controls.

For more information about the Avid DS Nitris family or Avid's other products and services, please visit www.avid.com.

Pricing & Availability

Pricing will be \$147,995 USMSRP for the Avid DS Nitris 7.5 system and \$78,995 USMSRP for the Avid DS Nitris Editor 7.5 system. Avid DS Nitris and Avid DS Nitris Editor customers with Avid Assurance contracts will receive free software upgrades. Both the Avid DS Nitris 7.5 and Avid DS Nitris Editor 7.5 systems are expected to be available through Avid's worldwide reseller channel in Q2 2004.

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 news professionals to work more efficiently, productively, and creatively. For more information about the company's Oscar(R), Grammy(R), and Emmy(R) award-winning products and services, please visit: www.avid.com.

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