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Avid Pro Tools to Provide Native Dolby Atmos Mixing

Avid and Dolby collaboration delivers the industry's deepest integration and the most efficient audio mixing workflows for powerful immersive audio experiences

LAS VEGAS, April 22, 2017 (GLOBE NEWSWIRE) -- **AVID CONNECT** -- [Avid®](#) ([Nasdaq: AVID](#)), a leading global media technology provider for the creation, distribution and monetization of media assets for global media organizations, enterprise users and individual creative professionals, today announced that the forthcoming release of [Avid Pro Tools®](#), the leading professional digital audio workstation, will offer native [Dolby Atmos®](#) mixing. Through a collaboration between Avid and Dolby, Pro Tools will streamline complex workflows and facilitate the most fluid, efficient audio mixing for the leading immersive audio format. This collaboration is a further demonstration of Avid's commitment to providing the most comprehensive tools and workflow solutions to create, distribute and optimize media. Avid will showcase Pro Tools with native Dolby Atmos mixing at the Avid booth during NAB 2017 (Booth #SU902).

Pro Tools will feature a comprehensive suite of Dolby Atmos workflows to enable audio post professionals to work more fluidly in the multi-channel and object-based audio format. New features will include built-in Dolby Atmos panning, deep Avid pro mixing control surface integration, advanced automation with the Dolby Rendering and Mastering Unit (RMU), and more. And as a key component of the Avid [MediaCentral® Platform](#)—the industry's most open, tightly integrated and efficient media platform—Pro Tools delivers the most integrated end-to-end workflow in the industry.

"Dolby Atmos is becoming the hottest thing in cinema and home theater, enabling filmmakers to deliver bigger, more immersive audio experiences," said Dana Ruzicka, chief product officer, Avid. "We've worked closely with Dolby to deliver an unparalleled workflow to empower our user community of world-class audio professionals to raise the bar for immersive sound in movies, TV, music, and video games. It's another example of the deeply integrated workflow you won't find anywhere else, powered by the Avid MediaCentral Platform."

Pro Tools enhancements include support for Dolby Atmos 7.1.2 audio stems with built-in fold-down logic. On-the-fly switching and automation between surround and object outputs give mixers the ultimate flexibility. For the most fluid re-recording workflows, Pro Tools also synchronizes audio and automation punches between input and playback modes in conjunction with the Dolby RMU. And support for ADM BWF files, containing object metadata, makes remixing more efficient and economical for repurposing content.

Combined with [Pro Tools | S6](#) and [Pro Tools | HD](#), the premium suite of Dolby Atmos mixing tools delivers the most powerful, integrated and affordable solution for mixing Dolby Atmos soundtracks for theatrical releases. Dolby Atmos support for the fully cloud-enabled Pro Tools application enables customers to future proof their workflows and make mixing for immersive content a flexible, collaborative process.

Availability

Pro Tools with native Dolby Atmos mixing will be available in Q2 2017.

About Dolby Atmos

Dolby Atmos delivers moving audio—sound that can be precisely placed and moved anywhere in three-dimensional space, including overhead. It brings entertainment alive all around the audience in a powerfully immersive and emotive experience. To learn more about Dolby Atmos, visit www.dolby.com/Atmos.

About Dolby Laboratories

Dolby Laboratories (NYSE:DLB) creates audio, video, and voice technologies that transform entertainment and communications in mobile devices, at the cinema, at home, and at work. For more than 50 years, sight and sound experiences have become more vibrant, clear, and powerful in Dolby. For more information, please visit www.dolby.com.

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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PR Contact:

Avid

Sara Griggs

sara.griggs@avid.com

+1 310-907-6909