



March 22, 2017

Avid Showcases Powerful Workflow Solutions & Platform Innovations at CABSAT 2017

Avid showcases industry leading media creation tools and workflow solutions, including studio display tool TD Control, NEXIS storage and audio solutions for post and live production

DUBAI, United Arab Emirates, March 22, 2017 (GLOBE NEWSWIRE) -- **Booth #F2-20** — [Avid®](#) (Nasdaq:AVID) today is showcasing its most comprehensive tools and workflow solutions to create, distribute and optimize media at [CABSAT 2017](#), the leading industry conference and exhibition in the MEASA region that is focused on broadcast, production, content delivery and digital media. The Avid exhibit at the event features innovative broadcast graphics, newsroom and asset management solutions to optimize workflows, audio consoles and more — all powered by the [MediaCentral® Platform](#), the industry's most open, tightly integrated and efficient platform designed for media.

At booth #F2-20, visitors can experience the power of Avid's intuitive broadcast solution, [TD Control](#) — a complete studio display and management tool that combines video processing and real-time graphics in one workflow. TD control allows users to simultaneously manage different orientations, resolutions up to 16K, sizes and aspect ratios from a single touch user interface.

Other workflow tools on the booth from the industry-leading Avid Studio Suite include [Maestro](#), a universal controller to create, manage, distribute, and play out stunning, high-resolution 3D graphics and videos, Avid [PlayMaker™](#), for slow-motion replay and quick media highlights creation and Avid's [4Designer](#) 2D/3D graphics authoring tool to create stunning visual content for news, elections, sports events and more. Also on the booth, [Avid Spark](#) enables on-air commentators to quickly draw and add graphics to video content in real time, adding captivating visual enhancements and giving audiences better insight into key plays, game flow, and analysis.

At CABSAT, Avid is highlighting powerful solutions from the Avid [Storage Suite](#), including Avid NEXIS, the world's first software-defined storage platform that enables true storage virtualization for any media application. The intelligent storage line for real-time media production has seen unprecedented global adoption from Avid's preeminent client and user community. These include leading national and regional broadcasters in the Middle East, Al Jazeera and Discovery Networks MENA.

On the booth, visitors can see first-hand how Avid NEXIS delivers unmatched flexibility and control to Avid MediaCentral Platform applications, including industry-leading [Media Composer®](#) editing software. Avid will demonstrate how flexible deployment models, licensing options and commercial structures benefit customers on any size budget.

At CABSAT, Avid is also demonstrating leading audio systems for post-production from the [Avid Artist Suite](#), including the portable and affordable [Pro Tools | S3](#) control surface, which delivers superior ergonomics and intelligent control over every aspect of Pro Tools and other DAWs, with 16 touch-sensitive, motorized faders to bring more to any mix.

Visitors can experience the compact power of Avid's award-winning console paired with the [Pro Tools | Dock](#) — intelligent studio control in a portable, ergonomic, and affordable surface. On an iPad, users gain new timesaving touch workflows and custom control, with access to quick touchscreen access and tactile precision control to navigate and control both music and post projects faster.

Avid's booth also features leading asset management and newsroom solutions from the [Avid Media Suite](#), including [Interplay® | MAM](#), a powerful, highly scalable, and fully customisable media asset manager that manages the entire lifecycle of finished content, and [Interplay | Production](#), to empower contributors across the production and editorial ecosystem to collaborate effectively.

At CABSAT 2017, Avid also has a strong presence amongst its trusted reseller and partner stands, who will be displaying more of the most proven and trusted tools built into the MediaCentral Platform. Avid Elite Solutions partners, MGI (booth #B3-30) and Tek Signals (booth #B2-10) are exploring the most effective ways of expanding workflows with creative solutions from Avid. Audio partner Media Cast (booth #C2-10) is presenting the powerful flagship live sound console, the Avid VENUE | S6L, and Avid is also showcasing the innovative Glookast solution on its booth at the show.

For more information, visit Avid on booth #F2-20 at CABSAT 2017.

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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