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Avid Unveils MediaCentral Solutions for Sports to Power Ultra-Fast UHD Workflows

New Avid FastServe video servers, Maestro Graphics, and next-generation media production suite provide quick turnaround of replays and highlights with engaging 2D and 3D graphics

AMSTERDAM, the Netherlands, Sept. 15, 2017 (GLOBE NEWSWIRE) -- **IBC (Hall 7, Booth #J20)** — [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 introduced new [MediaCentral® solutions for sports](#). Integrating the new [FastServe™ family of video servers](#), the expanded Maestro graphics suite and the next-generation [MediaCentral](#) production suite, these MediaCentral solutions arm sports broadcasters and venues with tools to streamline delivery of content in UHD with 2D and 3D graphics on TV and the broad range of devices sports fans now use to follow their teams.

"Live sports audiences are rapidly growing on all consumer platforms, and on mobile in particular, which means its game-on for capturing viewer attention and loyalty." said Dana Ruzicka, Vice President and Chief Product Officer, Avid. "MediaCentral for sports enables broadcasters to create compelling and differentiated fan experiences for Mobile, Web and TV with end-to-end UHD workflow and rich immersive graphics — all powered by our new FastServe video server family, Maestro graphics suite and MediaCentral production suite. And because it's all integrated on the open and extensible MediaCentral platform, broadcasters can work faster and more efficiently leveraging Avid and other best of breed sports tools."

Sports broadcasters can now ingest, edit, and play back more channels at UHD resolutions, with SDI or IP I/O deployment options, using Avid's FastServe family of video servers. FastServe I Ingest transfers content directly to [Avid NEXIS®](#) storage, making content immediately available via MediaCentral, the industry's most open, tightly integrated and efficient platform designed for media, and [Media Composer®](#), which allows anyone in an organization to use powerful search and retrieval capabilities to quickly add content to their projects and bins.

Whether in the studio, in an OB truck, or at the venue, sports broadcasts can feature real-time, data-driven on-field 3D graphics with [Maestro I AR](#) and, from a virtual set, with [Maestro I Virtual Set](#). Productions can also be enhanced with uniquely sized video walls through [Maestro I TD Control](#). All Maestro family solutions are powered by [Maestro I Designer](#) for creation of graphics templates. Highlights of the MediaCentral solutions for sports include:

| [Maestro | Sports](#)

Engage audiences with stats-driven on-field graphics

The new all-in-one broadcast graphics and video control system for live sports production, Maestro Sports combines action-based, data-driven graphics, tracked-to-field graphics, and video playout capabilities in a single, simple-to-operate hardware/software solution that supports HD and UHD resolutions.

| [FastServe | Live Edit](#)

Lightning speed turnaround of incoming feeds

Providing sports broadcasters with a turnkey solution for ultra-fast turnaround of incoming feeds, FastServe | Live Edit incorporates ingest, editing, and playout within the same 3U chassis, making it the most robust fast-turnaround tool for live environments.

| **Avid NEXIS innovations**

Introducing new Avid [NEXIS | PRO](#) and Avid [NEXIS | E2 hardware options](#)

Avid NEXIS | PRO now scales to 160TB — twice its previous capacity — giving small post facilities the ease-of-use, security, and performance advantages enjoyed by larger Avid NEXIS customers. Avid NEXIS | E2 now supports SSD drives to deliver the extreme performance required when working with multiple streams of ultra-high-resolution media in real-time. Additionally, Avid NEXIS | Enterprise now leverages 100TB Media Packs to scale up to 4.8PB.

| [MediaCentral | Asset Management](#)

Access, edit, and share content anywhere, on any device

Find sports assets fast, streamline delivery of content across any platform, and enable new revenue opportunities with the fully customizable MediaCentral | Asset Management workflow module. Part of the next generation MediaCentral production suite, MediaCentral | Asset Management provides advanced asset management for sports production teams of any size and manages the entire content lifecycle, with easy asset browsing and retrieval across

multiple tiers of storage for reuse or repurposing.

To learn more about MediaCentral for Sports, please visit <http://www.avid.com/products/maestro-sports>.

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 Media Composer®, Pro Tools®, Avid NEXIS®, MediaCentral®, Interplay®, iNEWS®, AirSpeed®, Sibelius®, Avid VENUE™, Avid FastServe™, Maestro™, and PlayMaker™. 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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