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Avid Accelerates Momentum of Pro Tools 11, the New Industry Standard for Audio Production

More than 600 plug-ins now available in new 64-bit AAX format, allowing audio professionals to easily achieve the sound they seek and deliver higher-quality mixes, faster

NEW YORK--(BUSINESS WIRE)-- [Avid®](#) ([NASDAQ: AVID](#)) today announced that more than 600 64-bit AAX plug-ins are now available for Avid Pro Tools® 11, the new standard for audio production. Preeminent musicians, engineers, producers, and broadcast professionals across the industry are using Pro Tools 11 to deliver higher-quality, inspiring content more efficiently than ever.

"Avid development partners have adopted the new 64-bit AAX format at an unprecedented rate," said Chris Gahagan, senior vice president of products and services at Avid. "By collaborating with the most respected developers in the world, we're enabling our customers to easily create richer-sounding, more complex mixes faster than ever, using the most powerful audio workstation in the industry."

Pro Tools 11 enables audio professionals to speed content creation thanks to its 64-bit architecture and new Avid Audio Engine, which delivers multiple times the processing power of any previous version of Pro Tools. With the new AAX 64-bit plug-in format, professionals gain more accessible RAM to boost performance and have hundreds of options to creatively take their music and audio production to a higher level.

More than 60 Avid development partners have embraced the new AAX format, including Waves, AIR, Antares, Sonnox, McDSP, and many other top audio developers. AAX plug-ins ensure compatibility with previous sessions and enable Pro Tools users to add hundreds of virtual instruments, effects, and sound processors to their sessions while greatly enhancing the creative aspects of recording, editing, and mixing audio. A wide variety of AAX plug-ins are available that emulate classic hardware sound processors or musical instruments, enabling customers to eliminate hardware investment and upkeep expenses.

With long-awaited industry favorites among the hundreds of AAX 64-bit plug-ins now available, audio professionals are confidently making the move to Pro Tools 11.

"Musicians and engineers are very excited about the performance and power that the new AAX plug-in format provides," stated Butch Vig, Grammy-award winning producer (Foo Fighters, Green Day, Nirvana). "The ability to accelerate workflows and create bigger, more complex mixes makes Pro Tools 11 an incredible value."

"As an audio professional and business person, it's essential for me to have the best tools available," stated Dave Pensado, Grammy-award winning mix engineer (Christina Aguilera, Beyonce, Shakira). "Pro Tools 11 is an investment that will help me attract new customers, grow revenue, and differentiate myself from accelerating competition in the marketplace."

Availability and Pricing

For more information on available AAX plug-ins, visit the [Avid AAX portal](#).

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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