



Avid Adds New EUCON Media Workflow Partners; Continues to Lead the Way with Open Solutions

AMSTERDAM--(BUSINESS WIRE)-- Avid® ([NASDAQ: AVID](#)) today announced new additions to expand the open EUCON™ ecosystem of supported media applications, providing customers with more creative options in their audio and video workflows and reinforcing its commitment to supporting open, interoperable platforms.

Avid announced that [FilmLight](#)'s Baselight and [Colorfront](#)'s On-Set Dailies now offer native support for Avid's EUCON protocol—enabling content creators to use Artist Series controllers to take deep, hands-on control over these applications. Colorists can now control the color grading features of [Colorfront's On-Set Dailies](#) and [FilmLight's Baselight](#) using the compact and affordable Artist Color. Today's announcement reinforces Avid's commitment to driving openness across the industry—following April's announcement at NAB of partnerships with [Assimilate](#), [Blackmagic Design](#), [Image Systems](#) and [Pomfort](#), as well as previous EUCON support announcements by companies like Apple, Autodesk, RED, and others.

"Today's announcement demonstrates the accelerated adoption of EUCON across the industry and the steady progress we are making in developing an open ecosystem of third party workflows based around the protocol," said Chris Gahagan, senior vice president of Products at Avid. "More than ten of the world's leading developers have adopted and integrated EUCON into their solutions since Avid's acquisition of Euphonix in 2010, and we remain focused on becoming more open and driving interoperability of our audio and video solutions. We are proud to add products by industry leaders like FilmLight and Colorfront to provide our customers with more creative options and flexible workflows so they can do their best work."

EUCON is Avid's open, high-speed Ethernet control protocol that allows Artist Series and other EUCON-enabled Avid control surfaces and consoles to connect to a variety of third party creative audio and video software solutions. EUCON integration offers customers comprehensive tactile control over multiple applications and workstations, and is supported by a wide cross section of Macintosh- and Windows-based applications. Designed to appeal to audio engineers, video editors, and colorists looking for increased tactile control of their projects, Artist Series controllers feature high quality faders, displays, encoders, trackballs and programmable keys that provide users with tightly connected command over almost all software functions via the open EUCON protocol.

What Partners are Saying

"Artist Color and Artist Transport have high level acceptance with industry creatives so it was a logical move for us to use this combination to create a new entry level price point for our Baselight ONE grading system and also enhance the user experience for creatives using Baselight plug-ins within their editing and VFX systems," says Mark Burton, FilmLight head of Marketing. "The EUCON implementation is the latest in a long line of successful Baselight/Avid integration projects that we have worked on over the years and we look forward to continuing this close working relationship."

"We are excited to add support for the Avid Artist Color and Transport panels for both the PC and Mac versions of Colorfront On-Set Dailies and our new On-Set Live! Software," adds Mark Jaszberenyi, Colorfront founder and CEO. "On-Set Dailies has achieved phenomenal adoption by major post-production facilities, labs and studios who appreciate the robust feature set and the ability to render multiple deliverables including Avid DNxHD MXF editorial media at faster than real-time speeds. Our strong partnership with Avid and our support for the Avid Artist panels further cement Colorfront On-Set Dailies as the premier dailies tool."

About Avid

Avid creates the digital audio and video technology used to make the most listened to, most watched and most loved media in the world — from the most prestigious and award-winning feature films, music recordings, television shows, live concert tours and news broadcasts, to music and movies made at home. Some of Avid's most influential and pioneering solutions include Media Composer®, Pro Tools®, Interplay®, ISIS®, VENUE, Oxygen 8, Sibelius®, System 5, and Pinnacle Studio™. For more information about Avid solutions and services, visit www.avid.com, del.icio.us, [Flickr](#), [Twitter](#) and [YouTube](#); connect with Avid on [Facebook](#); or subscribe to Avid [Industry Buzz](#).

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