



## **SOFTIMAGE|XSI v.5.0 Now Available; Latest Version of 3-D Digital Character and Visual Effects Software Delivers Advanced Character Tools and Easy Migration Paths for Maya Users**

TEWKSBURY, Mass.--(BUSINESS WIRE)--Sept. 26, 2005--Avid Technology, Inc. (NASDAQ: AVID) today announced the worldwide availability of SOFTIMAGE®|XSI® version 5.0, the latest edition of the company's flagship 3-D animation software. Unveiled at the SIGGRAPH tradeshow in August, XSI v.5.0 software includes a wide range of powerful new features - including non-destructive character tools and a comprehensive set of migration tools for Maya users - all of which enable artists to meet today's demanding production deadlines while future-proofing their existing pipelines.

Kai Bovaird, who is currently executive director at Cause & F(x) Pictures, a Honolulu-based VFX shop working on season two of the hit television show *Lost*, and whose film credits include *The Matrix: Reloaded*, *The Day After Tomorrow* and *X-Men*, commented, "SOFTIMAGE|XSI is the most comprehensive 3-D package available on the market, and as our business continues to grow, I am confident that using this software package will continue to save us both time and money. We often train experienced artists to use XSI in our pipeline, and once they use the software, we find they are instantly hooked and never want to go back to using a competitive tool. With such an easy learning curve and new tools for migrating from Maya, cross-training our animators will be easier than ever."

Gareth Morgan, senior product manager for Softimage Co., a wholly owned subsidiary of Avid Technology, Inc., added, "Although Softimage was founded almost twenty-years ago, its mission remains the same today: develop the best digital tools for artists - by artists. SOFTIMAGE|XSI version 5.0 is a testament to that mission. We continue to focus on what the industry has asked us to deliver: intuitive, dependable tools that solve today's tough 3-D production challenges."

In addition to a broad range of new features, SOFTIMAGE|XSI v.5.0 includes the GATOR attribute transfer system for re-purposing properties and animation between models; native 64-bit support for XSI and mental ray® 3.4 software to create and render extremely complex scenes, and a new gigapolygon core that leverages multi-processor and multi-core platforms with a revolutionary memory management system.

### **Pricing & Availability**

SOFTIMAGE|XSI v.5.0 is available in the following configurations:

- SOFTIMAGE|XSI v.5.0 Foundation for \$495 (USMSRP) from the Softimage website at [www.softimage.com/store](http://www.softimage.com/store).
- SOFTIMAGE|XSI v.5.0 Essentials for \$1,995 (USMSRP) from authorized Softimage resellers.
- SOFTIMAGE|XSI v.5.0 Advanced for \$6,995 (USMSRP) from authorized Softimage resellers.

### **About SOFTIMAGE|XSI**

SOFTIMAGE|XSI is a complete 3-D modeling and animation solution for the film, broadcast, post-production and interactive entertainment industries. SOFTIMAGE|XSI software is the creative engine behind the Avid Computer Graphics toolset, and an integral player in Avid's Make, Manage and Move Media™ strategy. It is the industry's first 3-D nonlinear production environment providing artists the freedom to make professional computer graphics, 3-D animation, and visual effects - from major motion pictures to CG features and commercials, to video games. Softimage is proud to count amongst its customers: Troublemaker Studios, CafeFX, Giant Killer Robots, R!OT, The Mill, Stan Winston Studios, Pixel Liberation Front, La Maison, Hybride, Janimation, Quiet Man, PSYOP, Cinepix and Nerd Corps. For more information about SOFTIMAGE|XSI visit [www.softimage.com](http://www.softimage.com).

### **About Avid Technology, Inc.**

Avid Technology, Inc. is the world leader in digital nonlinear media creation, management, and distribution solutions, enabling film, video, audio, animation, games, and broadcast professionals to work more efficiently, productively, and creatively. For more information about the company's Oscar®, Grammy®, and Emmy® award-winning products and services, please visit: [www.avid.com](http://www.avid.com).

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