



New Avid Xpress DV Software Available at Breakthrough Price of \$695

TEWKSBURY, Mass.--(BUSINESS WIRE)--Nov. 4, 2003--Avid Technology, Inc. (NASDAQ: AVID) today announced a new version of its award-winning Avid Xpress® DV software at \$695 USMSRP. This new price enables a much wider audience of DV (digital video) users to take advantage of a professional-strength tool that offers the Avid industry-standard editing interface and more than 100 real-time effects, including automatic expert color correction. The software is compatible with a variety of Windows- and Macintosh-based laptops and desktops, including the new Power Mac G5.

"With our new version of Avid Xpress DV, we've designed an extremely cost-effective package for all DV editors who may have once thought that a professional Avid solution was beyond their reach. Now, the power and performance of the most recognized video editing tools in the industry are more accessible to virtually all DV camera owners who are serious about editing," said Charlie Russell, senior product marketing manager for Avid. "In addition, customers who own previous versions of Avid Xpress DV have an extremely affordable upgrade path to our more powerful and scalable tool, Avid Xpress Pro, for just \$295."

The new Avid Xpress DV software offers more than 100 real-time effects, including moving titles, picture-in-picture effects, and automatic color correction that enables users to adjust an entire sequence with a single click. The software is highly customizable, allowing users to tailor the interface and keyboard to suit their working styles, and take advantage of customizable toolsets that can instantly re-map the interface for basic editing, color correction, source/record editing, effects editing, audio editing, and capture.

Every Avid Xpress DV box includes software for both the Macintosh OS X and Windows XP platforms, plus Boris Graffiti LTD for 2D title creation and animation; Sorenson Squeeze 3 Lite for high-quality encoding to Windows Media 9, QuickTime, Flash, MPEG-2, and other formats; and Sonic Solutions DVDit! SE for DVD authoring. Other professional features include keyframable color effects, JKL trim, rolling and crawling titles, real-time motion effects, AAF and planned MXF support, 24-bit audio support, and real-time audio dissolves.

Availability and Pricing

The new version of Avid Xpress DV software is expected to ship on November 15. Customers can place orders immediately through Avid's worldwide reseller channel and the Avid store (www.avidstore.com).

Pricing for Avid Xpress DV software is \$695 USMSRP. Registered customers of Avid Xpress DV version 3.5 and earlier, not including educational users, can upgrade to Avid Xpress Pro software for \$295 USMSRP.

For more information about Avid Xpress DV software, please visit: www.avid.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 news 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.

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