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Avid Delivers Advanced Audio Post and Mixing Innovations, Fulfilling Key Promises of Avid Everywhere

Avid introduces time-saving workflow improvements and flexible offerings that empower audio professionals to create the highest-quality content faster and more affordably

AMSTERDAM, Netherlands, Sept. 09, 2016 (GLOBE NEWSWIRE) -- IBC (Hall 7, Booth #J20) — [Avid®](#) (Nasdaq:AVID) today introduced audio editing innovations and new flexible options for accessing their flagship [Pro Tools® | HD toolset](#), further delivering on key promises of [Avid Everywhere™](#). These innovations, enabled by the [Avid MediaCentral® Platform](#), accelerate recording, editing, and mixing workflows so audio professionals can create the highest-quality content more powerfully, efficiently, and profitably.

"Audio professionals today are contending with increasingly complex soundtracks, higher client expectations and smaller budgets—all with shorter turnaround times. This makes it necessary to deliver top-quality results quickly and efficiently," said Alan Hoff, vice president, Market Solutions at Avid. "We are continuing to deliver innovative Pro Tools enhancements that help audio professionals stay ahead of the game. It has never been easier or more affordable to access the world's leading solutions for audio post and pro mixing."

Pro Tools 12.6

Avid announced [Pro Tools 12.6](#), enabling audio professionals to work quickly and efficiently using a variety of editing enhancements. The new Clip Effects and layered editing features make it possible to edit and prepare mixes faster and more powerfully. Additionally, audio professionals can accelerate production using automatic playlist creation and selection using shortcut keys. Furthermore, this release improves "in-the-box" dubber workflows requested by the most prominent facilities in the world.

Pro Tools | HD Software standalone

For the first time, customers can buy or subscribe to [Pro Tools | HD software](#) as a stand-alone product, independent of Pro Tools | HD hardware bundles. Audio professionals now have more flexible, affordable access to the premium audio post and pro mixing toolset in Pro Tools | HD software. Facilities can now easily add additional seats for offline editing tasks that do not require high channel counts, DSP acceleration, or sync.

More affordable and flexible options for Pro Tools | HDX and HD Native

The components that comprise a Pro Tools | HD system—Pro Tools | HD software, [HDX](#) or [HD Native card](#), and [HD Series audio interface](#)—are now available à la carte and priced at an even greater value so audio professionals can flexibly and affordably define the system that fits their needs.

Availability

- | Pro Tools 12.6 and Pro Tools | HD Subscription and Perpetual license will be available later in September 2016
- | More affordable and flexible options for Pro Tools | HDX and HD Native are available now

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. Media organizations and creative professionals use Avid solutions to create the most listened to, most watched and most loved media in the world—from the most prestigious and award-winning feature films, to the most popular television shows, news programs and televised sporting events, as well as a majority of today's most celebrated music recordings and live concerts. Industry leading solutions include Pro Tools®, Media Composer®, Avid NEXIS™, Interplay®, ProSet and RealSet, Maestro, PlayMaker, and Sibelius®. 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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