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Avid Sets New Standard for Audio Production With Growth and Expansion of Pro Tools 11

With Over 11,000 Pro Tools|HDX Systems Sold and 1,000 64-Bit AAX Plug-Ins Now Available, More Audio Professionals Have the Power to Record, Edit and Mix Without Limits

FRANKFURT, Germany, March 12, 2014 (GLOBE NEWSWIRE) -- **Musikmesse (Hall 5.1, Booth A30) --** **Avid®** (OTC:AVID) today announced that [Avid Pro Tools® 11](http://Avid Pro Tools 11) continues to gain momentum as the solution of choice for professional audio production, backed by the development and release of a growing number of plug-ins for Avid Pro Tools 11 in the 64-bit AAX format and accelerated global adoption of [Avid Pro Tools®|HDX systems](http://Avid Pro Tools|HDX systems). Musicians, producers and engineers are facing increasing complexity in the creative process, pressure for operational efficiency and a drive to create inspiring content. The availability of more than 1,000 plug-ins from over 100 Avid development partners, and 250 virtual instruments for Pro Tools 11, takes music from creation and composition to the final mix in a single application.

The growing demand for Pro Tools|HDX - with over 11,000 systems sold worldwide - places the audio production solution at the center of creative workflows for leading film production facilities, music and post-production facilities and independent artists, enabling them to differentiate services to maintain and grow revenue.

"We're passionate about developing solutions that deliver more power, higher audio quality, and easier ways to record, edit, and mix even the most demanding productions," said Chris Gahagan, senior vice president of products and services at Avid. "The accelerated global adoption of Pro Tools|HDX and continued innovation of 64-bit AAX plug-ins means audio professionals benefit from greater efficiencies with a tightly integrated media platform that empowers them to edit and mix in one solution."

Together, Pro Tools|HDX and the AAX 64-bit plug-in format allow professionals to collaborate more efficiently and more quickly create and deliver higher quality, inspiring content that stands out from the crowd. Pro Tools|HDX provides more tracks, headroom and up to five times more dedicated DSP power to tackle the industry's most challenging post-production projects with guaranteed performance. The AAX 64-bit plug-in format delivers more accessible RAM for increased speed and performance.

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](https://www.facebook.com/avid), [Twitter](https://twitter.com/avid), [YouTube](https://www.youtube.com/avid), [LinkedIn](https://www.linkedin.com/company/avid), [Google+](https://plus.google.com/avid); or subscribe to Avid Blogs.

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