



## Major Facilities in Top Markets Choose Avid DS Nitris as HD Momentum Spreads Across U.S.

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Companies in New York, L.A., Denver, Atlanta, and St. Louis purchase systems for HD postproduction

With a growing number of broadcast networks, cable operators, and satellite companies creating and distributing HD content, Avid Technology, Inc. (NASDAQ: AVID) today announced that facilities in top U.S. markets have purchased Avid® DS Nitris™ systems to keep up with new HD postproduction demands. These customers will use the systems to handle a broad range of HD projects - including commercials, feature films, music videos, and sports programming. Among the facilities that are adding Avid DS Nitris systems are: Glue Editing & Design, Edgeworx, Northern Lights Post, and Rhinoceros Post in New York; L.A. Digital Post, 2G Digital Post, Kroma, Level 3 Post, Metropolitan Entertainment, and Modern VideoFilm in Los Angeles; Crosspoint Digital Post & Transfer in Denver; Turner Studios in Atlanta; and Avatar Studios in St. Louis.

Turner Studios - the production and postproduction arm of Turner Entertainment Networks - is adding three Avid DS Nitris systems to an existing Avid workflow that includes two Avid Media Composer® Adrenaline™ workstations, 15 Meridien™ hardware-based Avid Media Composer editing bays, six Avid Symphony™ systems, 10 Digidesign® Pro Tools|HD® digital audio workstations, and two Avid Unity™ MediaNetwork servers linked together via Avid Unity TransferManager. Ken Brady, manager of post production at Turner Studios, said, "We're a hybrid environment. We have to use both SD and HD material, so we're investing in equipment that will work for us now and when we fully transition to HD. Speed and real-time capabilities are also big pluses for us because of the intense time constraints we're under. With only three rooms supporting more than a dozen networks around the clock, we depend on our tightly integrated Avid workflow to help us deliver quality programming on deadline."

Bill Faris, president of Avatar Studios, a full-service production and postproduction facility with clients that include Anheuser-Busch, Boeing, and Emery Worldwide, said, "Having been an Avid facility for many years, we felt that the Avid DS Nitris system was a perfect fit with our workflow. I foresee a lot of projects being offlined on Avid Media Composer Adrenaline and conformed in HD with Avid DS Nitris. By the same token, I anticipate that elements created with Avid DS Nitris will be used in our other Avid suites. Compared to products from other manufacturers, Avid DS Nitris gives us far greater speed, power, flexibility, resolution independence, and acceptance of third party plug-ins. It's definitely the best short- and long-term solution for us."

The Avid DS Nitris system is an all-in-one postproduction solution that offers nonlinear video and audio editing, including Symphony-style color correction, as well as advanced compositing, paint, character generation, special effects, image treatment, and project media management. The Avid DS Nitris system leverages the power of Avid DNA™ - the industry's only hybrid architecture designed to maximize the capabilities of both host-based software processing and hardware-based acceleration - and is capable of delivering real-time effects for up to two streams of 10-bit high-definition media and eight streams of 10-bit uncompressed standard-definition media. The system also supports a wider range of high-quality formats - from compressed SD to 2K - than any other nonlinear editing system on the market, and offers the industry's broadest range of professional input/output (I/O) connections.

"The widespread acceptance of Avid DS Nitris across a diverse base of postproduction customers, geographies, and applications proves that the system caters to many needs," said Matt Allard, senior product manager for Avid. "Some customers value the integration between Avid DS Nitris and our other editing and storage products, while some prize Avid DS Nitris for its speed, power, and real-time capabilities. Others feel that Avid DS Nitris is the most future-proof solution on the market, since the Avid DNA architecture scales with the power of the host CPU. Regardless of their preferences or specific uses for the system, customers across the country have embraced Avid DS Nitris because it offers them uncompromising quality at an affordable price."

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](http://www.avid.com).

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NOTE TO EDITORS: In the name Pro Tools|HD noted in this news release, there is a pipe symbol between Pro Tools and HD. This symbol may not appear properly in some systems.

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