



Avid Pro Tools Now Includes UVI Falcon Delivering Powerful Creative Hybrid Instrument and High Quality Sound

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Avid partners with UVI to ignite inspiration and enable artists to create their signature sound

BURLINGTON, Mass., Nov. 29, 2018 (GLOBE NEWSWIRE) -- [Avid® \(Nasdaq: AVID\)](#), the leading technology provider that powers the media and entertainment industry, today announced an alliance with software instrument developer [UVI](#) to deliver powerful virtual instruments and an exclusive sound library to all Pro Tools users. UVI's acclaimed hybrid virtual instrument Falcon and the exclusive Plugsound Avid Edition sound library (a combined \$498 value) are now included with [Pro Tools®](#) and [Pro Tools | Ultimate](#) at no additional cost. The free [UVI Workstation 3](#) plug-in and the exclusive Plugsound Avid Edition sound library is available for Pro Tools | First users.

The creative experience of Pro Tools is more intuitive and immediate, with numerous features introduced in the latest release designed to enable fast and fluid creativity. With UVI's virtual instruments, music creators and sound designers now have more choices from which to draw inspiration and create their own sound.

UVI develops software instruments, effects, and sound libraries that give musicians and audio professionals unique, expressive tools to create their sound. With UVI Falcon, users can generate sounds quickly with drag-and-drop ease and design complex patches with a multitude of modifiable parameters—including 15 state-of-the-art oscillators, over 80 effects, modulation generators, a scriptable event processor, and more. Available on the Avid Marketplace, both Falcon and the UVI Workstation can be augmented with high-quality expansion sound libraries.

These sound libraries are included with the following Pro Tools tiers:

- **Plugsound Avid Edition** (included with all Pro Tools tiers) – a fantastic-sounding 2.6 GB sample library that is exclusive to Avid — loaded with keyboard sounds, synthesized sounds, drums and percussion, fretted instruments, and more.
- **Falcon Factory Sounds** (included with Pro Tools & Pro Tools | Ultimate only) – a high-quality, versatile library developed by some of the world's most well-known and respected sound designers — from classic synths, percussion, and physical modeling, to sample-driven, multi-granular soundscapes and multi-oscillator hybrids.

"UVI's Falcon is one of the most extensive and thorough hybrid virtual instruments I've tried," said composer and pianist Greg Spero (Tiny Room Studios), who creates with UVI Falcon in Pro Tools | Ultimate. "I could write a whole album using entirely UVI sounds."

"UVI Falcon together with Pro Tools provides artists a unique combination of versatility and clarity of sound to deliver unmatched capabilities and lightning fast results, allowing artists to create new music quickly," said Thomas Jousot, UVI Partner & Artist Relations. "The ability to use UVI Falcon's unique functions together with Pro Tools is a winning combination and is sure to unlock new levels in the imagination of what is truly possible."

"For musical artists, the ability to quickly bring ideas from their imagination into the track is vital to success," said Rob D'Amico, Director, Market Solutions | Pro Audio at Avid. "Avid is continuously advancing Pro Tools' music creation capabilities and this partnership with UVI will give users another gateway to tap into their creativity, allowing them to take whatever sound they hear in their minds and quickly make it a reality. The possibilities are endless."

Experience Avid at The NAMM Show

Avid will showcase UVI's Falcon creative capabilities within Pro Tools at The NAMM Show (North hall, level 1, booth #15502). Taking place from January 24-27, 2019 at Anaheim Convention Center, Anaheim, Calif., The NAMM Show is the world's largest trade-only event for music, sound and event technology professionals. Through hands-on demonstrations and stage presentations by creative luminaries, visitors to Avid will experience workflows for music creation, notation, audio post and live sound.

For more information, visit www.avid.com/ProTools.

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