



Avid Introduces All-New Media Composer

April 6, 2019

Inventor of the nonlinear video editing category, Avid reimagines its flagship Media Composer for a new generation of media makers and resets the bar for excellence

LAS VEGAS, April 06, 2019 (GLOBE NEWSWIRE) -- **AVID CONNECT** – [Avid®](#) ([Nasdaq: AVID](#)) today announced [Media Composer®](#), its flagship video editing system, has been redesigned and reimagined for today's—and tomorrow's—generation of media makers. Unveiled at Connect 2019, the industry's most powerful gathering of media and entertainment users, the all-new Media Composer 2019 will be in the spotlight starting Monday, April 8 at the NAB Show in Avid's booth (#SU801).

Read all of Avid's Connect 2019 and NAB news at the [Avid Newsroom](#).

With Media Composer 2019, aspiring and professional editors, freelancers and journalists will be inspired to work more creatively by taking advantage of a new user experience, a next generation Avid media engine with distributed processing, finishing and delivering capabilities, a customizable role-based user interface for large teams, and so much more.

"After receiving input from hundreds of editors and teams across the media industry, and knowing where the industry is headed, we reimagined Media Composer, the product that created the nonlinear video editing category and remains the gold standard," said Jeff Rosica, CEO and President at Avid. "Media Composer 2019 is both evolutionary and revolutionary. It maintains what longtime users know and love while giving them more of what they need today—and what they will need tomorrow."

Media Composer 2019

With Media Composer 2019, an editor can go from first cut to delivery without ever leaving the application. Whether they are a professional editor, freelancer or someone just starting out, Media Composer 2019 inspires creative storytelling.

- **New User Experience** – makers can work at the speed of creativity with a paneled interface that reduces clutter, reimagined bins to find media faster, and task-based workspaces showing only what the user wants and needs to see.
- **Next Generation Avid Media Engine** – puts more power at a user's fingertips with features, such as native OP1A, support for more video and audio streams, Live Timeline and background rendering, and a distributed processing add-on option to shorten turnaround times and speed up post production.
- **New Finishing and Delivery Workflows** – Now, users can create and deliver higher-quality content with editing, effects, color, audio, and finishing tools without leaving Media Composer. Whether working in 8K, 16K, or HDR, Media Composer's new built-in 32-bit full float color pipeline can handle it. Additionally, Avid has been working with OTT content providers to help establish future industry standards.
- **Customizable Toolset** – built for large production teams, the new Media Composer | Enterprise provides administrative control to customize the interface for any role in the organization, whether the user is a craft editor, assistant, logger or journalist. It also offers unparalleled security to lock down content, reducing the chances of unauthorized leaks of sensitive media.

Media Composer | Enterprise 2019

The Media Composer family adds [Media Composer | Enterprise](#) for post-production, broadcast, media education and other larger production teams. Media Composer | Enterprise is the industry's first role-specific video editing and finishing solution. Large production teams now have the ability to customize the interface and tailor workspaces for different job roles, providing end users access only to the tools and functions they need. This capability gives teams better focus so they can complete jobs faster and with fewer mistakes. Media Composer | Enterprise also integrates with Editorial Management 2019 to deliver collaborative workflow innovation for post production and enables creative teams to stay in sync.

Media Composer | Distributed Processing

Avid today also announced Media Composer | Distributed Processing, an add-on option that shortens turnaround times and accelerates post production by sharing the media processing load. Tasks that previously took hours can now be done in minutes, strengthening post facilities' competitive edge while delivering high-quality programming. Media Composer | Distributed Processing also offloads complex processing tasks when working in today's emerging high resolution and HDR media-rich worlds.

Media Composer 2019 will be available in late spring for all of its models: Media Composer | First, Media Composer, Media Composer | Ultimate and Media Composer | Enterprise. For a full list of Media Composer features and benefits visit, www.avid.com/media-composer.

About Avid

Avid delivers the most open and efficient media platform, connecting content creation with collaboration, asset protection, distribution, and consumption. Avid's preeminent customer community uses Avid's comprehensive tools and workflow solutions to create, distribute and monetize the most watched, loved and listened to media in the world—from prestigious and award-winning feature films to popular television shows, news programs and televised sporting events, and celebrated music recordings and live concerts. With the most flexible deployment and pricing options, Avid's industry-leading solutions include Media Composer®, Pro Tools®, Avid NEXIS®, MediaCentral®, iNEWS®, AirSpeed®, Sibelius®, Avid VENUE™, FastServe®, Maestro™, and PlayMaker™. 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](#).

© 2019 Avid Technology, Inc. All rights reserved. Avid, the Avid logo, Avid NEXIS, FastServe, AirSpeed, iNews, Maestro, MediaCentral, Media Composer, PlayMaker, Pro Tools, Avid VENUE, and Sibelius are trademarks or registered trademarks of Avid Technology, Inc. or its subsidiaries in the United States and/or other countries. All other trademarks are the property of their respective owners. Product features, specifications, system requirements and availability are subject to change without notice.

PR Contact:

Avid

Donnelle Koselka

donnelle.koselka@avid.com

Red Lorry Yellow Lorry (Avid's PR agency)

Alex Humphries-French—UK

Tanya Roberts—USA

avid@rlyl.com



Source: Avid Technology, Inc.