



## NBC Purchases 11 Avid DS Nitris Systems

TEWKSBURY, Mass.--(BUSINESS WIRE)--April 5, 2004--Avid Technology, Inc. (NASDAQ: AVID) today announced that NBC has purchased 11 Avid® DS Nitris™ systems to replace linear and nonlinear postproduction suites at both its internal graphics department, known as DesignWorks, and MSNBC. The network is using the real-time 10-bit HD Avid postproduction solution to create various graphics applications for its news and entertainment programs.

"When we started looking for a standalone editing and finishing solution to replace our existing linear and nonlinear systems, Avid offered a solution that met our current requirements for creating complex graphics and provided a foundation for future HD production," said Richard Westcott, vice president of Strategic Projects, Technology Planning and Engineering for NBC.

Mike Benevento, director of Graphics Operations for NBC Broadcast, added, "Our department is constantly required to create sleek broadcast-quality animations with broadcast-quality graphics for a wide range of NBC programs in a matter of days, sometimes hours. Avid DS Nitris is able to effectively help us meet those demands."

Joe Bentivegna, vice president of Video Development & Operations for Avid, said, "Late last year, we announced a multimillion dollar deal with NBC to replace several of its tape-based news production systems with Avid end-to-end digital newsroom environments. Now, the network is expanding its investment with the Avid DS Nitris system, the most powerful member of our Avid DNA™ family. Avid DS Nitris enables customers to work in real time with the best-quality, highest-bandwidth digital media formats available today - from compressed SD to uncompressed HD. Plus, it's a valuable investment for the future, because it will scale with tomorrow's CPUs as they get faster and more powerful."

The Avid DS Nitris system is an all-in-one postproduction solution that offers Media Composer-style nonlinear video and audio editing, 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 - which enables it to deliver 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.

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 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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