



Avid Introduces Avid DNxchange; New I/O system enables media facilities to handle high-definition with existing standard definition SDI infrastructures

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Avid Technology, Inc. (NASDAQ: AVID) today introduced Avid DNxchange™, a new input/output (I/O) device that enables broadcasters to work with high-definition (HD) media without the need to upgrade their standard-definition (SD) serial digital interfaces (SDIs) and routers.

Using the single-space, rack mountable Avid DNxchange system, professionals can encode HD-SDI signals from cameras, switchers, routers, and decks to Avid DNxHD™ media - which delivers mastering quality HD media with the bandwidth of SD video files. Once the HD-SDI material is encoded to the Avid DNxHD format, users can easily move the HD media over existing SD-SDI infrastructures within their facilities. In addition, professionals can use the Avid DNxchange system to convert Avid DNxHD media into uncompressed HD files and output the media to any device with an HD-SDI interface.

"Avid DNxchange was designed to give broadcasters an easy way to begin working with HD media without having to replace the widely-deployed SDI and router technologies they have in place today. Most organizations have made significant investments to the underlying infrastructure within their facilities, and Avid DNxchange helps to preserve the value of those investments while facilitating the transition to HD," said David Schleifer, vice president of Avid Broadcast and Workgroups. "With Avid DNxchange, broadcasters can leverage the technology model they've established for producing news in SD, and avoid the painful step of deploying an entirely new HD infrastructure that could cost millions of dollars."

Pricing & Availability

The Avid DNxchange board is planned for release in the second half of 2005 and will be priced at \$10,000 USMSRP. For more information about Avid DNxchange, visit www.avid.com.

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.

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