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Avid Tightly Integrates Advanced Graphics Solution with MediaCentral Platform for Accelerated News Production

Maestro 7.2 significantly improves newsroom production workflows

BURLINGTON, Mass., Dec. 08, 2016 (GLOBE NEWSWIRE) -- [Avid®](#) (Nasdaq:AVID) today announced significant improvements to its on-air graphics and video solution for broadcast, [Maestro 7.2](#). As part of Avid's commitment to offering the most comprehensive tools and workflow solutions to create, distribute and optimize media, Maestro 7.2 gives broadcasters the industry-leading graphics tool they need to distinguish their stories with high-quality, engaging and immersive graphics. Tighter integration with the [Avid MediaCentral® Platform](#)—the industry's most open, tightly integrated and efficient platform designed for media—delivers superior workflow integration, boosting broadcaster's operational efficiency.

The latest release of Maestro integrates more [Avid Studio Suite](#) components with the Avid news production environment, enabling greater access, efficiency, and collaboration in a single, fully integrated video and graphics solution, and improving the overall production workflow.

"News organizations are under relentless pressure to maintain audience share and deliver engaging stories to air faster than ever before," said Alan Hoff, Vice President, Market Solutions, Avid. "We've worked with our customers to define and deliver deep Maestro integration with the Avid news production environment, empowering them to rapidly create, manage, distribute, and play out stunning, high-resolution 3D graphics and content that stand out from the competition."

The Maestro graphic media asset management (GMAM) solution makes graphics and video clips accessible from within Maestro modules and [MediaCentral® | UX](#), the cloud-based web front end of the MediaCentral Platform, which provides flexible deployment models. The Maestro pane in MediaCentral | UX has been extended to enable media browsing and iNEWS rundown retrieval within MediaCentral | UX without using MOS, simplifying the workflow and increasing efficiency and productivity.

Maestro is now tightly integrated with [Interplay® | Production](#) and [Avid NEXIS™](#), enabling customers to browse and search for media from within Maestro for playout directly from Avid NEXIS, speeding time to air. With [Maestro Media Engine](#), customers can control video and graphics playback from a single interface. Combined with Maestro's ability to retrieve Interplay | Production video content and iNEWS rundowns, it enables a single operator to control all video and graphic content for an entire show, significantly improving the delivery of content.

For more information about the new version of Maestro, visit www.avid.com.

About Avid

Through [Avid Everywhere™](#), 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 Pro Tools®, Media Composer®, Avid NEXIS™, Interplay®, ProSet™ and RealSet™, Maestro™, PlayMaker™, and Sibelius®. 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](#).

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