



September 9, 2016

Avid Demonstrates Leadership in Emerging IP and UHD Workflows

At IBC 2016, Avid showcases IP and UHD workflow innovation on the open, interoperable Avid MediaCentral Platform

AMSTERDAM, Netherlands, Sept. 09, 2016 (GLOBE NEWSWIRE) -- IBC (Hall 7, Booth #J20) -- [Avid®](#) (Nasdaq:AVID) today previewed solutions for several converging technologies that are driving significant change for the media industry. By supporting real-time IP signals natively in key components of the [Avid MediaCentral® Platform](#), Avid is accelerating the industry's transition to IP and delivering a unified environment for file-based and live signal-based media workflows that will ease the migration to emerging image formats, including UHD.

"To address the intensifying changes that our industry is facing, we are continuing to invest heavily in key technologies and innovations that are important for customer success," said Dana Ruzicka, vice president and chief product officer at Avid. "At IBC 2016, we are demonstrating how the open, integrated Avid MediaCentral Platform will accelerate the transition to IP stream-based workflows, and make it possible for customers to create, manage, and deliver UHD content powerfully and efficiently."

Historically, media companies have relied on specialized technologies for transporting video and audio signals throughout facilities and across geographies. Legacy technologies like coaxial cabling and baseband SDI signals were necessary because IP data networks lacked adequate bandwidth. But rapid technological advancement has made it feasible to pass professional audio and video signals over standard IP networks. Unlike traditional baseband infrastructure, IP networks are intrinsically format agnostic, paving the way for adoption of new formats like UHD. Converging on IP networks for file-based and signal-based traffic will provide media companies with increased flexibility, agility, and lower costs.

New Avid video IP integrations at IBC

Avid will demonstrate support for a variety of emerging IP standards, including SMPTE 2022-6 and VSF TR-03, illustrating how media companies can easily manage the transition to converged IP infrastructure over time. Technology presentations will showcase IP ingest, editing, playout, graphics insertion, and monitoring workflows spanning several Avid products, including [Media Composer®](#), [Maestro](#), [3DPlay](#), and [Playmaker](#).

"The innovative architecture of Avid's MediaCentral Platform treats all content equally, regardless of its format or source," said Alan Hoff, vice president, Market Solutions at Avid. "We are delivering upon our vision to provide a unified, open platform for converged file and signal-based workflows by expanding support for emerging standards like IP and UHD."

New Avid UHD integrations at IBC

Avid will showcase innovative UHD broadcast solutions that integrate seamlessly with both standard SDI production infrastructure, as well as IP production workflows. The Avid UHD workflow enables broadcasters to deliver richer, sharper content without over-investing in new solutions, and is centered on [Media Composer | Software](#), [Interplay® | Production](#), [Media | Director](#), [Pro Tools®](#), Avid [DNxHR®](#), and [Avid NEXIS™](#), along with graphics and replay servers.

Avid is also participating fully in the AIMS alliance and showcasing its interoperability at IBC 2016 with products from other vendors at the IP Interoperability Zone in Hall 8.

About Avid

Through [Avid Everywhere™](#), Avid delivers the industry's most open, innovative and comprehensive media platform connecting content creation with collaboration, asset protection, distribution and consumption. Media organizations and creative professionals use Avid solutions to create the most listened to, most watched and most loved media in the world—from the most prestigious and award-winning feature films, to the most popular television shows, news programs and televised sporting events, as well as a majority of today's most celebrated music recordings and live concerts. 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](#).

© 2016 Avid Technology, Inc. All rights reserved. Avid, the Avid logo, Avid DNxHR, Avid Everywhere, Avid Nexis, iNEWS, Interplay, AirSpeed, MediaCentral, Media Composer, Pro Tools, and Sibelius are trademarks or registered trademarks of

Avid Technology, Inc. or its subsidiaries in the United States and/or other countries. The Interplay name is used with the permission of the Interplay Entertainment Corp. which bears no responsibility for Avid products. 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

Amy Paladino

amy.paladino@avid.com

617-733-5121