Avid Introduces 3-Democracy

LOS ANGELES--(BUSINESS WIRE)--Aug. 9, 2004--

Company announces breakthrough pricing for SOFTIMAGE|XSI starting at $495; delivers affordable entry point to industry's most comprehensive production pipeline for CG professionals

Avid Technology, Inc. (NASDAQ: AVID) today announced revolutionary new pricing for its SOFTIMAGE®|XSI® product line - ushering in 3-Democracy, the company's vision for making the most advanced 3D content creation software accessible to all levels of CG professionals. Now anyone can purchase the award-winning 3D software in three new affordable configurations, starting with the unprecedented price of $495 USMSRP for SOFTIMAGE|XSI v.4.0 Foundation. The new pricing structure is designed to shatter the barrier for entry into the Avid® Computer Graphics production pipeline - also announced today - which ties together the industry's most comprehensive 3D animation, digital asset management, and nonlinear editing tools in an integrated CG production environment.

"We're truly democratizing the world of 3D content creation - in both functionality and affordability," said Joe Bentivegna, vice president of Video Development and Operations for Avid. "Any creative artist, student, freelancer, or facility owner who thought SOFTIMAGE|XSI wasn't within reach can now begin using the most comprehensive and feature-rich 3D animation tools on the market. More importantly, customers who choose XSI will have the distinct advantage of leveraging the integration between our industry-leading Alienbrain® digital asset management solutions and nonlinear film and video editing tools. No other company can offer CG professionals this type of interoperable workflow and end-to-end production efficiency."

3-Democracy: SOFTIMAGE|XSI starting at $495

Breakthrough pricing for SOFTIMAGE|XSI v.4.0 software is now available in the following three scalable configurations:

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--  SOFTIMAGE|XSI v.4.0 Foundation for $495 USMSRP - Designed for
    individual 3D professionals, this version includes extensive
    polygon modeling tools, industry-leading Subdivision Surfaces,
    and the revolutionary nonlinear animation and interactive
    rendering toolset. The software is currently available from
    the Softimage website (www.softimage.com/store) or from
    authorized Softimage resellers. A 30-day trial version of
    SOFTIMAGE|XSI v.4.0 Foundation is also available at:
    www.softimage.com.

--  SOFTIMAGE|XSI v.4.0 Essentials for $1,995 USMSRP - a powerful,
    customizable professional-grade package with all the
    flexibility and customization for an integrated pipeline
    environment, including Rigid & Soft Body Dynamics, the
    advanced character rig systems and SDK, and the revolutionary
    Custom Display Host. SOFTIMAGE|XSI v.4.0 Essentials is
    currently available from authorized Softimage resellers.

--  SOFTIMAGE|XSI v.4.0 Advanced for $6,995 USMSRP - the premier
    VFX package, featuring deep customization features and
    flexibility. With an expansive feature set that includes
    professional compositing; resolution-independent paint, hair,
    and fur; Syflex cloth; and unparalleled rendering power,
    SOFTIMAGE|XSI v.4.0 Advanced is the most complete 3D
    production solution for film, games, and full-service
    commercial and post houses. SOFTIMAGE|XSI v.4.0 Advanced is
    also currently available from authorized Softimage resellers.
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For a limited time, all new purchases of SOFTIMAGE|XSI v.4.0 will also ship with the Softimage Production Series, a complete suite of professional training DVDs providing nearly 50 hours of materials.

The Avid Computer Graphics Production Pipeline

Customers working on complex CG productions - including games, films, simulation, broadcast, and postproduction projects - can experience significant workflow advantages by building an end-to-end Avid Computer Graphics production pipeline around SOFTIMAGE|XSI software. The environment can be customized with a combination of product offerings to meet a wide range of budgetary and content creation needs, and can include systems such as Alienbrain Studio software for digital asset management and Avid DS Nitris™ systems for advanced film and video editing, compositing, and finishing. Customers using this type of end-to-end CG production environment can:

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--   Easily transfer media created with Avid editing systems in the
     industry-standard AAF/MXF format to SOFTIMAGE|XSI software;

--   Render 3D graphics from SOFTIMAGE|XSI software directly into
     Avid editing systems;

--   Export render pass layers from FX Trees created in
     SOFTIMAGE|XSI software directly into Avid DS Nitris systems
     for final compositing and finishing;

--   Leverage Avid DNA(TM) hardware (e.g., Avid Mojo(TM)) for
     real-time viewing of 3D-rendered sequences on a client
     monitor;

--   Track media assets created with any version of SOFTIMAGE|XSI
     software throughout the production pipeline with Alienbrain
     software;

--   Use Alienbrain software to control versions of 3D media assets
     (scenes, textures, etc.) independently or natively within the
     SOFTIMAGE|XSI application;

--   Combine the flexible reference management system of
     SOFTIMAGE|XSI software and the powerful asset management of
     Alienbrain software to create truly collaborative and secure
     3D workflows; and,

--   Leverage Alienbrain software's graphic interface to quickly
     search for and preview files currently in production.
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During SIGGRAPH 2004, Avid will demonstrate its 3D animation, digital asset management, and nonlinear video editing and finishing solutions in booth #1547. The company will also offer introductory, hands-on training sessions for the SOFTIMAGE|XSI, Alienbrain Studio, Avid Xpress® Pro, and Avid Xpress Studio systems in booth #1561.

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.

engineering of the Avid Film Composer® system for motion picture editing. Digidesign, Avid's audio division, received an Oscar statuette representing the 2003 Scientific and Technical Award for the design, development, and implementation of its Pro Tools® digital audio workstation. Oscar is a trademark and service mark of the Academy of Motion Picture Arts and Sciences. Emmy is a registered trademark of ATAS/NATAS. Grammy is a trademark of the National Academy of Recording Arts and Sciences, Inc. All other trademarks contained herein are the property of their respective owners. Alienbrain is a trademark of NXN Software AG.

NOTE TO EDITORS: In the name SOFTIMAGE|XSI noted in this news release, there is a pipe symbol between SOFTIMAGE and XSI. This symbol may not appear properly in some systems.

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