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Avid Unveils Next Generation Post Production Workflow Solutions Based on MediaCentral

New workflows accelerate speed, collaboration and efficiency, available to everyone—from small editorial teams to global media enterprises; Post bundles start at under \$20K complete with storage, editing, I/O and media management

AMSTERDAM, the Netherlands, Sept. 15, 2017 (GLOBE NEWSWIRE) -- **IBC (Hall 7, Booth #J20) — Avid®** (Nasdaq:AVID), a leading global media technology provider for the creation, distribution, and monetization of media assets for global media organizations, enterprise users and individual creative professionals, today introduced new MediaCentral® solutions for post production. Integrating industry-leading [Media Composer®](#) video editing software with a new cutting-edge collaborative asset management module, new video I/O hardware, [Avid NEXIS®](#) software-defined storage, [MediaCentral for Post](#) is a scalable solution for small and mid-sized creative teams to enhance collaboration and deliver their best work faster, as well as working more efficiently with 4K and other demanding formats.

"The world's most successful editors and media organizations have relied on Avid for nearly three decades to deliver the film and television programming we all know and love —and the continuous feedback from our user community has culminated in the next generation MediaCentral production suite," said Dana Ruzicka, Vice President and Chief Product Officer, Avid. "While others have tried to mimic our feature set, Avid invented collaboration for editors over 20 years ago with bin locking and project sharing. But editing workflows have moved well beyond bin locking. Our next-generation end-to-end post production system extends collaboration to accommodate modern post production workflows. We've worked with the industry's top editors to develop next generation collaborative workflow and we've taken the entire end-to-end post production workflow to a new level with MediaCentral for Post — with integrated storage, editing, I/O acceleration, and media management."

MediaCentral solutions for post production integrate Media Composer, Avid NEXIS and [MediaCentral | Editorial Management](#)—a new media asset management tool that enables everyone in a creative organization to collaborate in secure, reliable and simply configured media workflows from a web browser. Customers can easily scale the number of seats as needed, as well as add incremental media services and modules to grow their capabilities when the work demands it. MediaCentral solutions for post integrate Avid's industry-leading products in a single, open platform including:

- | [MediaCentral | Editorial Management](#)

Robust file and workflow management for small to mid-sized creative teams

MediaCentral | Editorial Management gives a commanding view into an entire organization's media assets. Without needing a non-linear editor, assistants and producers can ingest files, create bins, add locators and metadata, create subclips, and perform other asset management tasks—all from a simple browser interface. Users can collaborate using the new MediaCentral | Panel for Media Composer, which provides direct access to MediaCentral content right in the Media Composer interface.

- | [MediaCentral | Cloud UX](#)

Easily collaborate anywhere

The completely redesigned MediaCentral | Cloud UX (user experience), is an easy-to-use and task-oriented graphical user interface that runs on any operating system or mobile device, and is available to everyone connected to the platform. Creative team members can easily collaborate with each other from wherever they are — in the same building, across town, or even on a different continent.

- | [Artist | DNxIV™](#)

Complete 4K I/O solution in a portable and affordable configuration

The Avid new Artist | DNxIV video interface offers a wide range of analog and digital I/O to plug into today's diverse media productions, working with a broad spectrum of professional Avid and third-party video editing, audio, visual effects, and graphics software.

- | [MediaCentral | Panel for Media Composer](#)

Add powerful search capabilities to the Media Composer interface

Provides an integrated MediaCentral panel within the Media Composer user interface, enabling users to not only see media outside of their active project, but also drag and drop assets from MediaCentral directly into any Media

Composer project, bin, or sequence.

I **Avid NEXIS innovations**

Introducing new Avid NEXIS | PRO and Avid NEXIS | E2 hardware options

Avid NEXIS | PRO now scales to 160TB — twice its previous capacity — giving small post facilities the ease-of-use, security, and performance advantages enjoyed by larger Avid NEXIS customers. Avid NEXIS | E2 now supports SSD drives to deliver the extreme performance required when working with multiple streams of ultra-high-resolution media in real-time. Additionally, Avid NEXIS | Enterprise now leverages 100TB Media Packs to scale up to 4.8PB.

To learn more about MediaCentral for Post, please visit <http://www.avid.com/solutions/video-post-production>.

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 Media Composer®, Pro Tools®, Avid NEXIS®, MediaCentral®, Interplay®, iNEWS®, AirSpeed®, Sibelius®, Avid VENUE™, Avid FastServe™, Maestro™, and PlayMaker™. 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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