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Avid Everywhere Accelerates Workflows Across the Broadcast Industry with Panasonic AVC Ultra-LongG Format Support

End-to-end workflow support for one of the industry's most popular codecs extends Avid Resolution Independence to provide news operations with unprecedented performance and efficiency

LAS VEGAS, April 16, 2016 (GLOBE NEWSWIRE) -- **NAB (Booth #SU902)** -- [Avid®](#) (NASDAQ:AVID) today introduced the industry's first end-to-end production workflow for the Panasonic AVC Ultra-LongG video format, including full integration with solutions across the [Avid MediaCentral™ Platform](#). Many news organizations and broadcasters worldwide are now shooting in the AVC Ultra-LongG format, since it provides high quality media at smaller bandwidth rates. With comprehensive Avid MediaCentral Platform support, production teams can now benefit from this modern, highly efficient compression scheme in the most efficient way using streamlined and highly integrated workflows.

"Our broadcast customers need integrated workflows that enable them to work with a wide range of formats and resolutions without limitations," said Dana Ruzicka, vice president and chief product officer at Avid. "Through the openness of [Avid Everywhere™](#), we are dedicated to supporting industry formats that are desirable to media producers and organizations. By offering end-to-end AVC Ultra-LongG workflows and support across the MediaCentral Platform, we are extending Avid Resolution Independence and providing our customers and partners with unprecedented performance and efficiency."

Some of the world's largest broadcasters are already using the Panasonic AVC-LongG format, including NBC and Cox Media, and many more organizations are poised to adopt the format soon. Avid's end-to-end workflow for AVC Ultra-LongG spans the Avid Artist, Media, and Storage Suites, and includes baseband and file-based ingest, editorial and logging, send-to-playback, and archive.

Avid's unique splicing capability of AVC Ultra-LongG streams, an industry first, allows for changes to be made to existing sequences without requiring a full re-encode upon playout or consolidation. Through seamless integration with the Avid MediaCentral Platform, customers can safely replace old camera inventory and invest in this new camera platform without risking interruption of well-established operational practices.

"We are excited to announce the AVC Ultra-LongG workflow integration with Avid systems," said Kunihiro Miyagi, executive vice president of Cinema and Broadcasting, Imaging Network Business Division, Panasonic Corporation. "Many of our customers are seeking a total workflow that spans the production continuum from acquisition to archive, and that is exactly what this solution offers. We look forward to the benefits that this close collaboration will bring to our customers in the news production and broadcast industries."

The following Avid solutions will offer AVC-LongG support:

- | [Media Composer®](#)—Edit SD, HD, and high-res media with the film, TV, and broadcast industry standard
- | [Avid NEXIS™](#)—Accelerate production with the world's first software-defined storage platform
- | [Interplay® | Production](#)—Manage assets, collaborate, and automate workflows for high-volume media delivery
- | [Interplay | MAM](#)—Unify and coordinate every aspect of media production with a comprehensive system
- | [AirSpeed® | 5500](#)—Speed up SD, HD, and high-res workflows with a multichannel ingest/playout server
- | [Media | Director](#)—Automate file-based media ingest, parking, and transcoding
- | [MediaCentral | UX](#)—Access media and work on projects anywhere using a cloud-based interface

Availability

Avid will begin supporting the Panasonic AVC-LongG format in Q2 2016.

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 Avid NEXIS™, Pro Tools®, Media Composer®, ISIS®, 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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PR Contact:

Avid

Amy Paladino

amy.paladino@avid.com

617-733-5121

 [Primary Logo](#)

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