

Avid Xpress Pro HD

tools for storytellers®

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There's a reason nearly all of today's feature films and prime-time television shows are created using Avid® systems: end-to-end, concept-to-conform creative flexibility you won't find anywhere else. The same tools are built into Avid Xpress® Pro HD, a full-featured editing environment for HD, SD, DV, and film that's also ideal as a portable companion to every Avid system. Tell your story with Avid Xpress Pro HD.

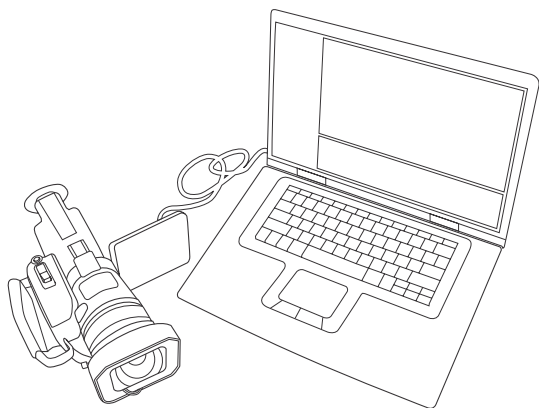
Avid

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Avid Xpress Pro HD software gives you everything you need to do more: the Academy Award® winning Avid editing environment, an unmatched array of video and film editing features, and powerful native HD support—in one affordable package. New features include native HDV* editing to join native DVCPRO HD editing; Avid real-time multicamera editing; 10-bit playback, editing, and effects; DV50 over IEEE-1394; powerful new film and 24p tools; and AVX™ 2 plug-in architecture with advanced keyframing and 16-bit processing for both native Avid and third-party plug-in effects.

The industry's best portable HD solution

Native HDV* and DVCPRO HDV support means you won't need a separate application to transcode your footage before you can edit, or be forced to manage your video and audio as separate files—you can just plug in and go. Then take your quality one step further. Combine the easy acquisition of HDV* and DVCPRO HD with high-quality **Avid DNxHD™** encoding for your titles, effects and compositing. Engineered from the ground up for the rigors of postproduction, Avid DNxHD encoding holds up far better than digital camera formats for the kinds of work you do in post-production. It provides mastering-quality HD media while using the same storage bandwidth as uncompressed standard-definition (SD) media. You can even combine these new HD formats with the DV and SD footage you're using today, in the same timeline, in real time.



Demand more. Get more.

Affordable Avid Xpress Pro HD software offers “on-the-fly” multicamera editing; One-Touch automatic color correction based on the Avid Symphony™ system; image stabilization with auto-zoom; pan and zoom of oversized stills; real-time animated alpha channels; and MetaSync® software for advanced metadata management in the timeline. Built-in Academy Award® winning Avid Film Composer® tools let you view film metadata while you edit, and, an industry first, live capture of normal pulldown over IEEE-1394—no need for external database applications to manage your film editing. You also get powerful 3D title and graphic animation with Avid Marquee®; encoding to formats including WMV-HD, MPEG, H.264, and Flash with Sorenson Squeeze Compression Suite; and professional soundtrack creation with SmartSound Sonicfire Pro. Only Avid Xpress Pro HD has all this—and much more.

Make a powerful connection

For many editors, Avid Xpress Pro HD is all you'll need to go straight to screen. But with Avid behind you, you are able to take advantage of the world's most sophisticated finishing and mastering tools. Avid's legendary offline-to-online conform makes it fast and simple to give your entire project seamless access to the same professional finish used on today's cutting-edge, big-budget features—using Avid systems and expertise available at facilities around the world—with the confidence of knowing that every nuance of your project will be reflected through the full line of high-end Avid systems. Save effort, time, and money—and tell your story the way it was meant to be told.

*HDV support is planned as a free update to all Avid Xpress Pro HD customers in a future release in 2005.

STREAMLINE YOUR WORKFLOW

- > Support for industry standards such as OMF® files, AAF, and MXF enable seamless software integration with the Digidesign® Pro Tools® system and Avid 3D software, among many others.
- > Add Avid Mojo® hardware for uncompressed SD I/O; accelerated video and effects output to both client monitor and tape; and SD down-convert of HD media for displaying HD images on an SD monitor.
- > Upgrade to Avid Xpress Pro HD with Studio Toolkit HD and benefit from advanced 3D effects, titles, composites and professional DVD authoring with Avid 3D, Avid FX, and Avid DVD by Sonic™. Or go the whole way to integrate a full audio post suite with Avid Xpress Studio HD Complete including Pro Tools LE, Digi 002,® and Avid Mojo.

PRODUCT HIGHLIGHTS

Scalable real-time architecture

- HD, SD, DV and film—not just in the same application, but in the same timeline, in real time
- Multicam for simultaneous display and one-click editing between multiple sources
- Pan & Zoom on stills with high-quality real-time preview
- Real-time Timewarp effects
- Over 115 fully customizable real-time effects
- 2D and 3D OpenGL-based effects
- Real-time video and effects output over IEEE-1394
- Video and effects acceleration with optional Avid Mojo Digital Nonlinear Accelerator™ (Avid DNA™) hardware (see below)

Enhanced productivity and ease of use

- 24 and 23.976p with normal and advanced pulldown
- Live capture of normal pulldown over IEEE-1394
- AVX 2 for advanced keyframing and 16-bit processing of both native Avid and third-party plug-in effects
- 10-bit video processing
- DV50 over IEEE-1394
- Integrated image stabilization with Auto-Zoom
- Industry-standard offline resolutions, including 14:1P
- Mix online and offline resolutions in the same timeline
- Highly customizable user interface
- Superior project management: Avid Media Tool, consolidate and transcode

Real-time professional color correction

- Automatic Expert Color Correction based on the Avid Symphony system
- One-Step AutoCorrect can correct an entire sequence with one click
- Patented NaturalMatch™ expert can match tones from shot-to-shot in a single click
- Keyframeable color effects
- Three-up Color Correction windows
- Advanced Waveform and Vectorscope monitors

Streamlined interoperability and workflow

- MXF, AAF and OMF media support
- Seamless audio exchange with Digidesign Pro Tools systems
- Native HDV*
- Native DVCPRO HD
- Avid DNxHD encoding and editing
- DV25, DV50 support
- Uncompressed SD with Avid Mojo hardware**
- Windows Media HD and SD encoding
- MetaSync support for advanced metadata management
- Total Conform: bins, sequences, projects, and media compatible with other Avid editing products for seamless workflow with Avid Media Composer® Adrenaline™ and Meridien™ systems
- Support for popular IEEE-1394 cards, cameras, and decks
- Avid Unity™ LANshare EX media networking support
- Avid PortServer Pro support for Avid Unity MediaNetwork
- Multiprocessor optimized
- Award-winning Avid training materials included

Avid Mojo hardware (optional)

- DV, S-Video, composite, and optional component (4:2:2) input and output
- Hardware DV codec frees host computer for additional processing—no matter what your computer's real-time performance, Avid Mojo hardware makes it better
- Hardware scaling of draft resolutions provides dramatic performance boost with uncompromised image quality
- Add uncompressed graphics and animations to DV25 projects in real time, without re-rendering to lower quality format
- Real-time display of HD output on SD monitors
- Single-cable IEEE-1394 connection to laptop and desktop computers

** 30i and 25i

SYSTEM CONFIGURATIONS

Avid Xpress Pro HD software

Avid Xpress Pro HD is powerful, real-time video, audio and film editing software for independent filmmakers and videographers providing a scalable real-time architecture, powerful toolset, and the freedom to create anywhere. This package features:

- Avid Marquee software for advanced 3D title and graphic animation
- Digidesign AudioSuite™ tools with enhanced audio filters
- Avid FilmMaker's Toolkit
 - Avid FilmScribe™ feature generates frame-accurate cutlists for assembly of film negatives
 - The AutoSync™ capability synchronizes separately captured audio and video clips
 - Avid Dupe Detection automatically keeps track of shots you've already used
 - Avid Script-Based Editing allows for editing directly from a script—changes to your script automatically update your video editing timeline
 - Avid Log Exchange converts clip log files created by other sources for bin import
 - Film Effects provides additional film-style effects
- Avid Pan & Zoom provides real-time, keyframeable motion of high-quality still images
- Avid Image Stabilization eliminates unwanted camera movement from any clip, and automatically scales the output to fit the frame
- Avid IllusionFX™ provides 29 plug-in effects such as Motion Blur, Melt, FluidMorph, and Timecode
- Sorenson Squeeze Compression Suite for high-quality encoding to Flash, MPEG-4, MPEG-1, MPEG-2, H.264, RealMedia, and Windows Media formats among many others
- SmartSound Sonicfire Pro for custom, high-quality music creation
- Boris GRAFFITI LTD advanced 2D titling tools
- Boris FX LTD advanced 2D/3D effects and compositing tools
- Sonic ReelDVD for professional quality DVD creation



For more information and system requirements, visit www.avid.com/xpressproHD or contact your local reseller.

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