



November 3rd, 2005  
Announcing Avid Liquid Version 7

Avid is pleased to launch the all new Avid Liquid family with the release of Avid Liquid version 7. Liquid is a great new PC-based non-linear editing application that came to Avid as part of the Pinnacle Systems acquisition. Avid Liquid is the ideal product for customers in the "New Media" segment of the market – those looking for a professional toolset on a budget or those focused on non-commercial DVD production or web video production. Typically this includes independent videographers working in event video, corporate, government and multimedia as well as many pure enthusiasts who have moved up from the Pinnacle Studio application.

Avid Liquid is a single application that integrates a host of great features from a professional editing toolset to integrated DVD authoring, surround sound editing, titling, and a multitude of real-time effects. With Avid Liquid 7, customers can benefit from increased integration with built-in custom music creation on the timeline, support for more formats with native WM9, DivX and MPEG-4 editing to complement the existing DV, HDV and MPEG-2 IBP native editing, and more than fifty new effects.

That customers can do it all – editing, surround audio, DVD authoring, effects animation, music creation and more – in a single application - is a major differentiator from every other solution on the market. Integrated suites are one thing. Avid Liquid is a single application – that's the ultimate in integration!

### Product Models

Avid Liquid 7 provides video producers with a complete, integrated video toolkit. There are two robust Avid Liquid v7 solutions available:

	\$ List	€ List	£ List
<b>Avid Liquid – Software Only</b> An integrated editing, effects and authoring application for the DV and HDV enthusiast. Use the on-board 1394 to capture video from DV or HDV cameras and decks.	\$519	€469	£319
<b>Avid Liquid Pro – Software and Hardware</b> The Avid Liquid professional software plus a USB-2 breakout box for digital and analog capture and output.	\$1029	€639	£929

## Product Availability

Avid Liquid v7 and Avid Liquid Pro v7 will be available to order from Avid Dublin starting November 7th, 2005, with customer shipments scheduled to begin November 22, 2005.

## Free Upgrades for Customers Purchasing in November

If customers purchase a copy of Liquid Edition v6.1 in November, we will give them a free upgrade to version 7 when it is available. This holds true for existing inventory only. Once version 7 is shipping we will provide a process for customers to receive their version 7 upgrade.

## New Pricing on Avid Liquid Chrome HD

For customers looking for more professional features, Avid is delighted to re-launch the Liquid Chrome HD line with incredible new pricing. Avid is now offering Liquid Chrome HD in three great value flavors:

	<b>\$ List</b>	<b>€ List</b>	<b>£ List</b>
<b>Avid Liquid Chrome HD Plus</b> Liquid version 6 software with SD SDI I/O	\$5,119	€4,609	£3,199
<b>Avid Liquid Chrome HD Deluxe</b> Liquid version 6 software with SD and HD SDI I/O	\$8,199	€7,379	£5,129
<b>Avid Liquid Chrome HD Elite</b> Liquid version 6 software with a fully featured breakout box offering SD and HD SDI as well as component analog and a host of audio formats	\$12,299	€11,069	£7,689

## Launch Materials and Sales Tools

All new Avid Liquid web pages containing detailed product information, features/benefits, specifications, and system requirements will be available starting November 3rd at [www.avid.com/products/liquid](http://www.avid.com/products/liquid) and [www.avid.com/products/liquidpro](http://www.avid.com/products/liquidpro).

## Frequently Asked Questions

### What is the difference between Avid Liquid and Avid Liquid Pro?

The key difference is that Avid Liquid Pro comes with a USB-2 based breakout box that provides composite, component and s-video I/O, along with stereo audio input and surround audio output. For more info on the capabilities of the Liquid Pro breakout box, see [www.avid.com/products/liquidpro](http://www.avid.com/products/liquidpro). In addition, Avid Liquid Pro supports capture to uncompressed video and MPEG-2 IBP video. Avid Liquid is a software-only product that uses the computer's built-in 1394 port to capture from DV or HDV cameras and decks.

### **What is the difference between Avid Liquid and Avid Liquid Chrome HD?**

Avid Liquid Chrome HD combines the Avid Liquid software with the Liquid Chrome HD hardware for standard and high-definition Serial Digital (SDI) I/O. The different Liquid Chrome configurations also provide a variety of other professional I/O formats. For more information on these connections, see [www.avid.com/products/liquidchrome](http://www.avid.com/products/liquidchrome). Avid Liquid Chrome HD has the same Liquid software interface as Avid Liquid with the exception of configuration tools for the I/O. Note however that Avid Liquid Chrome HD is currently shipping with Liquid version 6 software, while the Avid Liquid product is now shipping at version 7.

### **Can I exchange projects between Avid Liquid and Avid Xpress Pro?**

Avid Liquid does not support total conform with the Avid Xpress Pro and Avid Media Composer product families. Customers looking for a workflow that includes conform on higher end Avid systems should start with Avid Xpress Pro. Interoperability that is supported includes: exchange of Avid bins using the ALE (Avid Log Exchange) format; project output from Avid Liquid to Avid Xpress using OMF, and project input and output between Avid Liquid and Avid Xpress using industry standard EDLs.

### **What formats does Avid Liquid support?**

Avid Liquid v7 can natively edit the following formats: DV25, HDV, 1:1 (uncompressed SD & HD), MPEG-2 I-frame & IBP, WM9, MPEG-4 and DivX. Avid Liquid chrome HD v6 can natively edit the following formats: DV25, HDV, MPEG-2 I-frame & IBP & 1:1 (uncompressed SD & HD).

### **Can I work with film with Avid Liquid?**

Avid Liquid does not directly support film based workflows. Customers are recommended to choose Avid Xpress Pro for this type of work.

### **What type of system do I need to run Avid Liquid?**

Please see [www.avid.com/products/liquid/specs.asp](http://www.avid.com/products/liquid/specs.asp) for the latest system information on Avid Liquid. Key factors in choosing a system for Avid Liquid include: 1GB system memory, a latest generation graphics card with at least 128MB memory for SD operation and 256MB memory for HD and a USB-2 controller for Avid Liquid Pro. Avid Liquid Chrome HD is only certified today on the HP xw8200 workstation.

### **Does Avid Liquid run on the Mac?**

No. Avid Liquid is a PC-only product. Mac customers should consider Avid Xpress DV or Avid Xpress Pro.

### **Why to choose Avid Liquid over competitors in its category?**

Avid Liquid offers a host of advantages over similarly priced products: more I/O options than any other product; native HDV editing; the most powerful real-time effects; integrated DVD authoring; surround sound audio mixing and much more. Additionally, competitors require suites of 4 to 6 applications to do everything that Avid Liquid does in a single application.

### **When to choose Avid Liquid and when Avid Xpress Pro?**

Avid Liquid is the ideal editor for customers looking for a professional toolset on a budget or who are focused on non-commercial DVD production or web video production. Typically this includes customers such as advanced video enthusiasts, wedding and event videographers, corporate videographers and customers making multimedia content.

Avid Xpress Pro is the ideal editor for customers wanting to work within Avid's professional post production ecosystem. This includes those wanting to exchange projects with Avid's advanced post solutions such as Media Composer and Symphony, those wanting to deploy a collaborative workflow using Avid Unity MediaNetwork or Avid Unity LANshare, those wanting to work with film projects, those wanting to work on the Mac or simply those that already know and love Avid's advanced editing model and toolset.