



June 23rd, 2006

Media Composer v2.5 Shipping!

The world's most capable and refined editing system is now more accessible than ever. Media Composer - for everyone, everywhere - delivers the full feature set on a laptop or desktop, Mac or PC, with or without Avid DNA™ hardware. It's an ideal system for film, SD and HD-originated productions. Media Composer configuration options include the new Avid Mojo SDI DNA hardware as well as Avid Adrenaline DNA hardware with optional Avid DNxcel board. It's fully compatible with Avid Unity media network environments.

Key New Features

The debut of a software-only Media Composer offering, HD support on the Mac and the new Avid Mojo SDI are the major architectural changes for this release. Direct integration with Avid Interplay (PC only) will be gained with version 2.6.

- **Same features for Mac and Windows**

A large number of features that used to be Windows-only, have now been added to the Mac version of Media Composer, meaning that the feature set and functionality of the Mac and Windows versions is now practically the same. These additions include:

- Support for HD, including HDV, DVCProHD and Avid DNxHD.
- Support for 10-bit uncompressed SD video
- Real-time multicam
- Support for P2 and XDCAM
- AVX2 plug-in support for real-time effects and 16-bit quality

Please note that this new version supports the PowerPC models of the Mac, support for the Universal Binaries for Intel-based Mac's is planned for a later release.

- **Full Media Composer feature set**

The entire editing and effects toolset (including Paint, Blur, Pan & Scan, Motion Tracking, etc.) of the Media Composer Adrenaline system is available also in the Media Composer Software version.

- **Support for all resolutions**

Media Composer supports playback and editing of all available Avid video resolutions in SD and HD: all offline, online and multi-camera resolutions, native formats (eg. DV, HDV) as well as DNxHD.

The ability to capture and play out these resolutions depends on the Avid hardware attached to the system (Mojo or Adrenaline).

- **Playback of uncompressed HD**

A new feature for Media Composer is the ability to play back and edit uncompressed HD in 8-bit and 10-bit, as captured with an Avid Symphony Nitris.

- **Mojo support**

Media Composer works with both the existing analogue Mojo unit as well as the new Mojo-SDI.

- **Full-screen playback without hardware**

The SD or HD video of the Source or Composer window can be played in full-screen without any additional hardware, in two ways:

- On the UI monitor (switching between full-screen and normal UI display), a very practical solutions for laptop systems.

- On an external computer monitor using a second DVI output on the graphics card of the CPU, replacing the client monitor. This is a great solution for HD projects, as the HD signal can be displayed in full-screen without the need for expensive HD video monitors.

- **XDCAM-HD support**

Import and edit proxy MPEG 4 and full resolution Sony XDCAM-HD media, at 25 MB/s CBR, 35 MB/s CBR and 18 MB/s CBR.

- **4-channel audio punch-in**

- **Embedded audio over HD-SDI** (requires Adrenaline DNA and DNxcel board)

- **Motion tracking and stabilization featuring SteadyGlide**

CPU Qualification

For the latest CPU qualification please follow the link:-

<http://avid.com/products/media-composer/editor/specs.asp>

<http://avid.com/products/media-composer/mojo-SDI/specs.asp>

<http://avid.com/products/media-composer/adrenaline/specs.asp>

Mojo SDI

The newest DNA hardware is perfect for the new software-only Media Composer. It delivers professional video capture and output as well as real-time monitoring and features professional Serial Digital (SDI) video, IEEE-1394 (for DV, HDV and DVCPRO HD), component or composite and S-video, up to 8 audio channels, and Genlock and Word Clock.

- **Digital video I/O**

Mojo-SDI offers Serial Digital Video (SDI) I/O for uncompressed SD video. These signals are available on two DVI connectors (one for input, one for output).

- **Embedded digital audio**

Within the SDI signal, there are 8 channels of embedded digital audio available.

- **AES/EBU digital audio I/O**

There are four channels of AES/EBU I/O. These signals are available on the two DVI connectors (one for input, one for output).

- **Optical digital audio I/O**

There are two channels of S/PDIF digital audio I/O. These signals are available on optical connectors.

- **Analogue video I/O**

There are inputs and outputs for composite and S-video analogue video, which can be switched to provide component video I/O. Again, these signals are available on the two DVI connectors (one for input, one for output).

- **Analogue audio I/O**

There are four channels of unbalanced analogue audio I/O at -10 dBm consumer level, on dedicated stereo connectors.

- **Native HDV I/O via FireWire**

Even though the Mojo-SDI is in principle for SD video, it offers the ability to capture and playback native HDV via the 4-pin FireWire connector.

Pricing and Availability

Media Composer v2.5 is now shipping from Dublin today - June 23rd, 2006 and will be posted to the Avid Download Center (expected availability June 29, 2006) as a free download for all existing Avid Media Composer Adrenaline v2.x customers with a valid Avid Assurance support contract.

Mojo-SDI is now shipping from Dublin – 23rd June 2006 and is available for Mac and Windows.

Description	List Price
Avid Media Composer software for Windows and Macintosh	€4,700
Avid Mojo SDI	€2,399
Media Composer Adrenaline with DNxcel board	€21,300
Media Composer Adrenaline	€18,500
DNxcel board	€7,000

Upgrade Xpress Pro to MC Soft - Limited Time Upgrade Offer

Registered Avid Xpress Pro owners can upgrade to Media Composer for a Limited time offer through to August 31, 2006. After August 31, the standard upgrade price of \$3,600 / £2,300 / €3,300 will apply.

Description	List Price
Upgrade Avid Xpress Pro to Avid Media Composer	€2,800