Avid Xpress Product Family Embraces HD

New Avid Xpress Studio HD and Avid Xpress Pro HD PowerPack deliver powerful, integrated content creation tools at breakthrough prices

On April 17, 2005 (NAB 2005, Las Vegas) Avid Technology, Inc. unveiled the newest offerings in its Avid Xpress® family of content creation tools – the Avid Xpress Studio HD all-in-one production suite, and the Avid Xpress Pro HD PowerPack. The Avid Xpress Studio HD system is the industry's first HD content creation suite to include highly integrated HD video editing, audio production, 3D animation, compositing and titling, and DVD authoring software applications combined with professional video and audio production hardware. The new Avid Xpress Pro HD PowerPack brings together two offerings – the Avid Xpress Pro HD software and the Avid® Studio Toolkit HD – in a powerful software bundle.

"When we introduced Avid Xpress Studio last year, we did what others in our industry couldn't – we delivered seamless interoperability between an unprecedented group of content creation applications and hardware, all within a single, affordable package. With Avid Xpress Studio HD, we're raising the bar again," said Tim Wilson, senior product marketing manager for Avid. "We've packed this new version with tons of functionality, including native DVCPRO HD and Avid DNxHD™ support, groundbreaking 24p editing capabilities, and tighter integration between the software apps – all at an even more affordable price. Plus, with the new PowerPack option, we're giving Xpress Pro HD customers a wider range of choices so they can select the toolset that's best suited for their needs – and will give them the biggest bang for the buck."

Avid Xpress Studio HD

The Avid Xpress Studio HD suite is built around five industry-leading software applications, including Avid Xpress Pro HD, Avid Pro Tools® LE, Avid 3D, Avid FX, and Avid DVD by Sonic™. The system brings the entire media production process into one unified product, enabling professional content creators to offer services from video editing, audio postproduction, graphics, compositing, titles, effects, and distribution via tape, DVD, or the Web.

The Avid Xpress Studio HD system supports native DVCPRO HD for acquisition, editing, and output over IEEE-1394, plus Avid DNxHD encoding to create effects, transitions and titles with the image quality of uncompressed HD files – but the bandwidth of SD files. Users can mix both DVCPRO HD and Avid DNxHD media with SD media in the same timeline in real time, and complete projects in a variety of ways, including output back to DVCPRO HD tape, SD DVD, or export to MPEG-2 HD, MPEG-4 AVC (H.264) or WMV-HD. The system also includes:

- **Support for more SD and HD formats and frame rates for Avid 3D** – including 10-bit uncompressed SD, DV25, DVCPRO 25, DVCPRO 50, as well as Avid DNxHD 1080i/59.94, 1080i/50, 1080p/25, 1080p/23.976, 720p/23.976, and 1080p/24;

- **New animation and modeling tools for Avid 3D** – including motion presets, parent-child animation, geometry creation with Boolean editing, and new title animation rigs;

- **New Template Mode for Avid FX** – including streamlined launching and effects application, and one-step editing of title templates directly inside the Avid FX Library Browser; and,

- **Enhancements to Avid DVD by Sonic** – including new menu/background templates, plus a wide range of new options for managing content, importing and adding files, and enhancing the workspace view.

The Avid Xpress Studio HD system comes in two versions. Avid Xpress Studio HD Essentials includes the Digidesign® Mbox™ hardware for integrating audio I/O with the recording, editing and real-time mixing capabilities of the Pro Tools LE software. Avid Xpress Studio HD Complete includes the eight-channel Digi 002® for professional audio and touch-sensitive motorised faders for automation control within both the Avid Xpress Pro HD and Avid Pro Tools LE applications. Avid Xpress Studio HD Complete also includes the Avid Mojo™ Digital Nonlinear Accelerator™ (Avid DNA™) for real-time output of multiple streams of video and 3-D effects to client monitor and tape, SD display of HD media, and the ability to mix uncompressed graphics and animation with DV media in real time.

Avid Xpress Pro HD PowerPack

The Avid Xpress Pro HD PowerPack combines the latest release of Avid Xpress Pro HD software with the Avid Studio Toolkit HD suite of software offerings, which includes Avid 3D, Avid FX, and Avid DVD by Sonic. Together, this package provides a robust yet affordable way for content creators to work on HD video projects, create graphics, composites, titles and effects, and distribute their work to HD tape, DVD, or the Web.

Availability

The Avid Xpress Studio HD systems (Essentials and Complete) and the Avid Xpress Pro HD PowerPack are available now through Avid's worldwide reseller channel and will shortly be available from the Avid store (www.avidstore.com). The new products are currently qualified to run on CPUs from HP – Avid's preferred platform provider for Windows-based systems.