Avid

Want to tell a better story? Start with better tools.

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. As a standalone solution or portable offline editor, Avid Xpress Pro HD delivers end-to-end, concept-to-conform creative flexibility you simply won't find anywhere else. These are the tools used to create nearly all of today's feature films and prime time television shows. Tell your story with Avid Xpress Pro HD software.

Avid Mojo offers additional benefits for Avid Xpress Pro HD software. Its ability to display HD video on an SD monitor is perfect for producers who want to use HD content for SD output, such as standard-definition DVD, as well as producers who want to take advantage of HD capture without having to upgrade every component in the studio at once.

Tell a better story with Avid Xpress Pro HD:

Better than ever. New features include: native DVCPRO HD and HDV* editing; real-time multicamera editing; 10-bit playback, editing, and effects; direct ingest of DVCPRO 50 media; even more film and 24p tools; advanced AVX2 plug-in architecture; and more

Better HD. Native DVCPRO HD and HDV*editing means no time- and disk- consuming transcoding before you can begin working. Just plug in and go. Support for revolutionary Avid DNxHD encoded media ensures that graphics, titles, and composites stay razor-sharp, and lets you share projects with other Avid HD systems.

Better editing. Real-time, "on-the-fly" multicamera editing. One-Touch and Natural Match automatic color correction. Image stabilization with auto-zoom. Pan and zoom of oversized stills. Script-based editing. Real-time animated alpha channels. AVX 2 plug-in architecture for deep colorspace and advanced keyframing for both native Avid and third-party plug-in effects. MetaSync for advanced metadata management right on the timeline. Only Avid Xpress Pro HD has all this—and much more.

Better format flexibility. Capture and output native DV25, DV50, and DV100 (DVCPRO HD) media. Mix DV, SD, and HD in the same timeline. Take advantage of ultra-efficient HDV*. Enjoy exceptional, high-quality export flexibility to formats such as WMV HD, MPEG 2, and Flash.

Better film and 24p features. With Academy Award® winning Avid Film Composer tools built right in, you can view film metadata while you edit using industry-standard offline resolutions—you can easily track media all the way from rough-cut to conform. Script-based editing means that changing your screenplay updates your Avid timeline. Auto-sync and quarter-frame slip offer the fastest, most flexible workflow with external audio sources, such as DAT.

Better conform. For many editors, Avid Xpress Pro HD is all they need to go straight to screen. But, as an Avid editor, you have easy access to the world's most sophisticated film and video resources. Avid's Total Conform makes it all easy and fast to apply the professional finishing tools used on today's big-budget blockbusters. Save effort, time, and money—and tell your story the way it was meant to be told.

Better quality. 10-bit processing provides the highest quality SD images. Combine with HD footage and DNxHD for unmatched image quality for encoded deliverables such as WMV HD, MPEG 2, and Flash. Avid Marquee provides both 10-bit and HD output for advanced title and graphic animation with uncompromised quality.

Better integration. Industry standards such as OMF, AAF and MXF enable seamless software integration with Digidesign Pro Tools and Avid 3D software, among many others. Integration with Digidesign 002 hardware offers pro audio I/O, an audio editing control surface, and a hardware-based edit controller inside Avid Xpress Pro software. Add **Avid Mojo hardware** for uncompressed SD I/O; accelerated video and effects output to both client monitor and tape; and SD downconvert of HD media for real-time displaying HD images on an SD monitor.

Better networked storage. Avid Unity MediaNetwork and Avid Unity LANshare EX, , the smartest networked storage in the business, let you connect as many Avid editors as you need, for true collaboration at any scale.

Better value. Affordable Avid Xpress Pro HD software includes powerful title and graphic animation with Avid Marquee; DVD authoring with Sonic Solutions ReelDVD; encoding with Sorenson Squeeze Compression Suite; and professional soundtrack creation with SmartSound Sonicfire Pro.

* HDV support will be provided in a free update for all Avid Xpress Pro HD customers in mid-2005.

Using Avid Mojo with Avid Xpress Pro HD

For previously supported video formats - Customers working with previously supported video formats inside Avid Xpress Pro with the Avid Mojo DNA, including DV25 and 1:1 SD, will continue to enjoy the same benefits Avid Mojo has always provided. Some highlights of these are:

• **Accelerated, simultaneous output of video and effects to client monitor and tape** - While Avid Mojo will no longer be required for output of effects over IEEE-1394 as DV25 or DV50, Avid Mojo customers will be able to output more streams, with more effects, without rendering
• **1:1 8-bit SD I/O over component analog**
• **Mix 1:1 SD graphics and video with DV25 and other formats in real time**
• **Hardware scaling of draft resolutions for improved performance and image quality**
• **Accelerated 24p output** - While Avid Mojo will no longer be required for 24p output, Avid Mojo customers using this format will be able to output more streams, with more effects, without rendering, and capture "normal" pull-down from analog sources to a DV25 or DV50 resolution.

For high definition formats

Avid Xpress Pro HD v5.0 will support the acquisition of DVCPRO HD video, as well as digital cut on export, using their host computer's IEEE-1394. However, as a standard definition device, Avid Mojo's IEEE-1394 connection cannot currently be used for this. Avid Mojo will either need to be disconnected before launching Avid Xpress Pro HD, or customers who wish to leave Avid Mojo connected can use an approved IEEE-1394 add-in card in a computer with a dual-PCI bus architecture.

Many customers who work with HD media will not need the added expense of HD monitoring while editing, and this is where Avid Mojo comes in – it provides a standard definition display of HD media (including Avid DNxHD media) for monitoring on an SD broadcast monitor. This is ideal for customers who will be editing offline using HD media, or whose HD acquisition will be for output to SD formats such as DVD. And because Avid Xpress Pro HD allows HD and SD formats to be mixed in the same project, many producers will find that adding HD media to programs that also include SD allows a graceful, affordable transition from SD to HD production. Avid Mojo will help make the process painless.

For DV50

Avid Mojo's digital I/O was created for DV25, and as with HD I/O, does not play a direct role for DV50 I/O. Customers can either use an approved IEEE-1394 card or disconnect Avid Mojo and use the host computer's IEEE-1394 connection for I/O.

Avid Mojo can, of course, be used to monitor DV50 as component or S-video while editing, but also offers a major additional benefit. Many DV50 cameras support normal pull-down, which cannot be captured via IEEE-1394. Avid Mojo customers can use its analog inputs, such as component, to natively capture DV50 with normal pull-down to disk. It is saved there as a native DV50 file where it can be edited and output over IEEE-1394 when the program is complete. The same process works for DV25 footage with normal pull-down, such as that from 24p cameras: use analog inputs to capture to a native digital file, ready for native digital output.

New Feature Overview

Avid Xpress Pro HD v5.0 enables the following:
• Native DVCPRO HD (DV100) and DVCPRO 50 (DV50) support, including capture and output via IEEE-1394
• Avid DNxHD 8-bit format playback, editing, and rendering
• Real-time SD offline and DV25 multicamera editing
• 10-bit SD playback, editing, and rendering
• AVX 2 support allowing high quality 16-bit renders
• Output 23.976p with 2:3 pull-down to NTSC directly over IEEE-1394
• Real-time effects directly over IEEE-1394
• Avid Marquee® now included for 8-/10-bit SD and HD titling, as well as greater compatibility workflows with other Avid systems
• Support for the HP xw8200 CPU. Note: The HP xw8200 CPU will ship with all new Avid Xpress Pro HD turn-key systems shipped from Avid.

Key New Capabilities

HD video support
Mastering-quality HD for popular frame rates:
• Native DVCPRO HD with capture/output over IEEE-1394
• Preview play, edit, and render Avid DNxHD 8-bit media on system monitor
• Windows Media HD encoding

Format flexibility
Mix Avid DNxHD, DVCPRO HD, DV50, DV25, SD, offline film and supported Meridien (JFIF) media, even layer different formats, and play back in real time – all in the same timeline. Now customers can truly handle any project that comes their way.

Real-time SD multicamera editing
Avid Xpress Pro HD supports real-time, simultaneous playback of up to 4 offline SD or DV25 sources with on-the-fly, real-time editing.

Richer effects
The addition of AVX 2 support provides a richer plug-in effects architecture, featuring advanced keyframing and 16-bit rendering for maintaining the highest quality 8-bit and 10-bit video sources. This advanced architecture supports both native Avid and third-party plug-in effects, for the industry's most robust video effects infrastructure.

Enhanced film support
Improved 3-perf film tracking makes it easier to track sources to final conform. 3-perf now has the same characteristics as 4-perf film, in that the values are displayed on sub-clips (as shown below), located above the source and record monitors, and calculated in the "KN End" column. The ability to mix gauges within a single column is also new in this release.

Increased Performance
Using the internal DV25 and DV50 codecs, users can output real-time effects directly over IEEE-1394 (even without Avid Mojo™). While in 23.976p or 24p projects, 2:3 pull-down will also be inserted in real time directly over the 1394 connections.

Avid Mojo, however, continues to be an accelerator, offloading the host processor of extra tasks and allowing more real time streams for effects. No matter how much real-time performance a computer provides, Avid Mojo provides more. Avid Mojo also allows for analog I/0, including optional component video, enabling 1:1 SD resolutions.