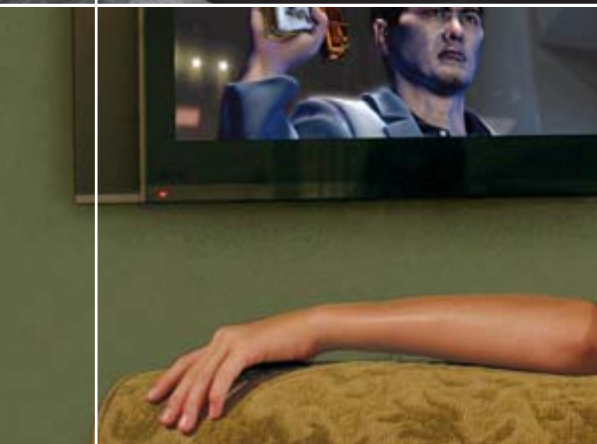




Avid DNxHD

Technology that challenges old perceptions and opens up new possibilities. That's the thinking behind Avid DNxHD® encoding: a solution that puts HD within easy reach of professionals who stake their reputations on uncompromised quality. Avid DNxHD encoding is specifically designed for nonlinear editing and multi-generation compositing, and makes real-time HD collaboration possible using today's networks.



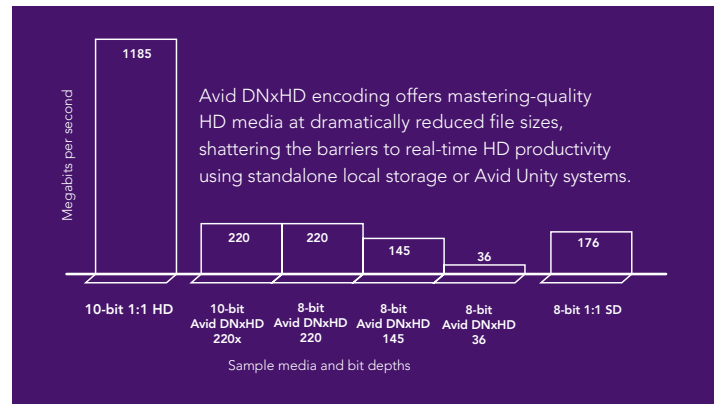
Avid DNxHD encoding offers a choice of 8- or 10-bit sampling for all HD formats, multiple user-selectable bit rates, and the ability to maintain image quality more effectively than other HD codecs. When used to post HDCAM or DVCPRO HD source material, Avid DNxHD technology offers significant advantages:

- Avid DNxHD encoding captures full raster and color data for more precise color correction, contrast adjustments, effects, and compositing over multiple generations of postproduction processing.
- Avid DNxHD encoding maximizes quality based on full-frame analysis, first analyzing every pixel of every frame, then adjusting the encoding settings to capture the optimum quality.
- With support for every popular resolution and frame rate at a choice of data rates, Avid DNxHD encoding can handle any source and delivery requirement.

High definition. Low overhead.

Compressed HD camera formats simply aren't engineered for postproduction processing. Uncompressed HD data rates and file sizes can stop a workflow dead in its tracks. Avid DNxHD 145 8-bit media delivers HD quality while requiring approximately 20% less storage capacity than 8-bit uncompressed standard-definition media.

- The reduced bandwidth of Avid DNxHD encoding enables single editing systems to work in HD with simple 4- or 8-way striped drive sets or even a single drive.
- Real-time HD multicam editing is possible using up to three real-time streams of Avid DNxHD 145 media.
- The new Avid DNxHD 36 offline resolution allows productions that are even more storage-sensitive to offline in HD at a high picture quality. Offline editing with true HD also means that all effects will retain their proper aspect ratios in the online conform.



Avid DNxHD encoding and Avid editing systems

Avid DS Nitris

Avid DS Nitris® and Media Composer® systems can share Avid DNxHD media in an all-HD offline-to-online workflow. For DI (digital intermediate) workflows, Avid DNxHD proxies of 2K/4K files enable multi-stream, real-time editing and playback using Avid DS Nitris systems.

Avid Symphony Nitris

Focus on real-time uncompressed HD finishing with Symphony™ Nitris systems. Avid HD Total Conform automatically recreates creative editorial work done on Media Composer and Avid Xpress® Pro systems using Avid DNxHD media.

Avid Media Composer Adrenaline™ with Avid DNxcel™

Shoot in today's popular HD formats, encode it as Avid DNxHD media, and begin editing. Output the HD format of your choice or send Avid DNxHD media to an Avid DS Nitris or Symphony Nitris system for finishing.

Avid Xpress Pro and Avid Media Composer

Support for Avid DNxHD media solves quality issues when working with compressed HD formats such as DVCPRO HD and HDV. Create graphics and titles as Avid DNxHD media and maintain razor-sharp images—even on a laptop.

To learn more, visit www.avid.com/dnxhd or contact your local Avid office.

Corporate Headquarters
800 949 AVID (2843)

Asian Headquarters
+ 65 6476 7666

European Headquarters
+ 44 1753 655999

To find your local Avid office,
visit www.avid.com/contact

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