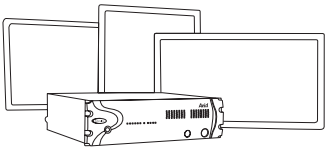


Avid Media Composer Adrenaline HD



The industry's most trusted editing system is now a high-velocity HD workstation. Ideal for film- and HD-originated television and film productions. A key player in seamless file-based workflows with Avid® Nitris® hardware-based systems. The most powerful Media Composer® system ever. Upgrade in an instant with the Avid DNxcel™ board. And handle anything that walks in the door.

Avid Media Composer Adrenaline HD

Avid Media Composer Adrenaline™ HD systems provide the power and flexibility you need to meet the most demanding creative editorial challenges. Mix HD, SD, and DV media—and legacy Avid files—in the same timeline. Take advantage of real-time multicam HD and SD editing, 10-bit video capture and playback, and new film- and file-based workflow features.

Complete the picture with the optional **Avid DNxcel** board to capture, edit and deliver mastering-quality 10-bit HD from all popular sources. Unleash the power of **Avid DNxHD™** encoding for stunning HD image quality with the storage and bandwidth footprint of uncompressed SD media. It gives you the power to complete and deliver HD masters right from the system, or to collaborate in real-time, sharing HD with other Media Composer Adrenaline HD, **Avid Symphony™ Nitris**, and **Avid DS Nitris** systems over an **Avid Unity™** media network.

The freedom you demand

Open up new possibilities with support for native DVCPRO HD and HDV*; Avid DNxHD encoding; IMX 30/40/50; DV25 and DV50; uncompressed 601 formats; AAF, OMF® files and MXF format import and export; and Windows Media HD and QuickTime encoding. Capture media from Panasonic P2 and Sony XDCAM including MPEG proxies. Mastering-quality Avid DNxHD encoding and seamless integration with Avid Unity media networks let creative teams share HD media—shattering the barriers to a collaborative HD workflow. To protect your existing media and technology assets, Media Composer Adrenaline HD is fully compatible with JFIF (Avid Meridien™) and AVR (ABVB) media, as well as with a full range of third-party tools.

*HDV support planned for future release

The performance you need

Avid Adrenaline **Digital Nonlinear Accelerator™** hardware delivers 10-bit video, 24-bit audio, real-time media processing, flash upgradeable circuitry, and HD expansion. Combine it with the power of host-based Media Composer HD software and OpenGL GPU support for stunning, real-time performance: up to 11 streams of uncompressed SD video, 2D and 3D DVE, HD and SD multicam editing, advanced color correction, and more.



STREAMLINE YOUR WORKFLOW

- > Only Avid has the experience to deliver the world's most powerful, reliable, and scalable collaborative solution. Avid Unity media networks feature the Avid Unity architecture for real-time simultaneous file sharing between Avid editing and finishing systems.
- > Avid DNxHD encoding delivers mastering-quality 10-bit and 8-bit 4:2:2 media at both 720p and 1080p/i resolutions and offers dramatic savings in storage requirements, shattering the barriers to a collaborative HD workflow.
- > Academy Award® winning Avid Film Composer® system capabilities now include support for 3-perf tracking; live capture of 23.976 material; Web-based film cutlists; and true 24p HD playback for film workflows in NTSC and PAL environments.

PRODUCT HIGHLIGHTS

SD video I/O

- 10-bit SMPTE 259M SDI serial digital I/O
- 10-bit Component Y/Pb/Pr, S-Video, and composite I/O
- DV25 I/O with real-time analog-to-DV and DV-to-analog conversion
- Uncompressed PAL and NTSC ITU-R 601 formats
- Sync reference input
- Serial deck control (via the CPU) and 1394 deck control
- DV50 via IEEE-1394

Audio I/O

- SDI embedded audio
- 48 kHz, 44.1 kHz, and 32 kHz
- 16- or 24-bit resolution
- 8 channels ADAT audio I/O (via connector)
- 4 channels AES/EBU digital audio I/O
- 4 channels RCA analog audio inputs/outputs
- 4 channels XLR analog audio inputs/outputs

HD capabilities

- Native DVCPRO HD
- Edit and render Avid DNxHD
- With optional Avid DNxcel board:
 - Connections: 10-bit HD-SDI (SMPTE 292M): one IN/two OUT, HD Monitor OUT DVI-I, HD Component OUT Y/Pb/Pr, HD Tri-Level Sync
 - Capture from all popular HD sources at full resolution with mastering-quality Avid DNxHD 10-bit / 8-bit 4:2:2 encoding (data rate will vary depending on frame rate and format)
 - Capture, edit and deliver 1080i at 59.94 and 50 fps; 1080p at 25, 24 and 23.976 fps; 720p at 59.94 and 23.976 fps
 - Real-time multi-stream HD editing viewable on HD monitor
 - Real-time SD downconvert, real-time HD cross-convert
- Native HDV*
- Long GOP MPEG2 for HDV*
- Uncompressed HD via optional PCI card*

Editing features

- Mix HD, SD, and DV resolutions in timeline
- Compatible with ABVB AVRs and Meridien JFIF media
- DV25, DV50, and IMX 30/40/50 support
- Real-time SD and HD multicamera editing
- Media consolidate and transcode
- 24 video and 24 audio tracks (unlimited video layers via nesting)
- 24 MetaSync® tracks
- Real-time equal power audio dissolves
- 4:3 and 16:9 support
- Real-time audio sample rate conversion
- Multichannel Audio Punch-in
- Real-time audio mix to picture
- Support for Digidesign® AudioSuite™ plug-ins
- Real-time multiband EQ
- Video archive to tape
- 23.976, 24 fps, and film editing

Integrated titling and graphics

- Real-time uncompressed graphics and titles
- 10-bit Marquee® animated 2D/3D titling
- Rolling and crawling titles

Digital video effects and compositing

- New Avid SpectraMatte™ 16-bit chroma keyer
- Over 160 Boris Continuum Complete effects and filters
- Real-time customizable 3D effects, including Warp, Picture-in-Picture, Corner Pinning, Shapes, Video Titles
- YUV-native effects
- AVX™ 2 support with 16 bit rendering
- Real-time Dissolves, Superimposition, Resize, Flips, Flops, Wipes, Conceals, Squeezes, and Masks
- Real-time Moving Mattes
- Real-time Chroma and Luma keys
- Real-time full-motion alpha keying
- Nondestructive compositing on unlimited layers
- Customizable rampable motion effects UI, including FluidMotion™ rendering
- FluidFilm for film look in 50i and 60i material
- Supports all AVX 1.5 and AVX 2 plug-ins including third-party real-time plug-ins
- ExpertRender™ renders just the effects needed
- Intraframe™ Paint, AniMatte™, Scratch Removal
- Pan & Zoom creates video from high-res stills
- Deep Defocus, Blur, Mosaic

10-bit color correction

- Real-time professional-level color correction tools
- One Step AutoCorrect
- Patented NaturalMatch™ for shot-to-shot consistency
- Real-time keyframeable color effects
- ChromaCurve™ feature and ChromaGraph display
- Advanced Waveform and Vectorscope monitors
- Split-Screen client monitoring

Streamlined interoperability and workflow

- Full support for Avid Unity media networks
- Avid Unity MediaManager and Avid Unity TransferManager support
- Total Conform of bins, sequences, edits, composites, audio settings, effects, and Avid media with Avid Xpress®, Media Composer, Film Composer, and Symphony systems
- Advanced conform with Avid DS Nitris systems via AFE
- Enhanced 3-perf film tracking
- File-based DPX metadata tracking
- AAF import/export
- MXF or OMF native media
- Windows Media HD and SD encoding
- H.264 encoding
- Longitudinal Time Code (LTC) output
- Photoshop layers and After Effects support
- 24-bit audio file compatible with Digidesign Pro Tools® system
- Multiprocessor optimized
- Avid FX, Avid DVD by Sonic®, and Avid 3D compatibility
- Frame Chase™ editing for edit while capture
- Remote Play and Capture
- Sony XDCAM support including MPEG proxies
- Panasonic P2 support

* Planned for future release

SYSTEM CONFIGURATION

Each system includes:

- Avid Media Composer Adrenaline HD software
- Avid Adrenaline Digital Nonlinear Accelerator (Avid DNA™) hardware

Avid qualifies, tests, and supports Media Composer Adrenaline HD software and hardware on specific CPUs and storage subsystems to deliver the highest performance and customer satisfaction.



shown with optional Avid DNxcel board

Avid DNxcel Board

The optional Avid DNxcel board is a single, easy-to-install component that slides into the Avid Adrenaline hardware's HD expansion slot. Engineered for today's multi-resolution, multi-format postproduction workflows, the Avid DNxcel board features professional-grade components and media processing horsepower.



The Avid DNxcel board provides:

- Capture and output HD via industry-standard HD-SDI input/output for HDCAM, DVCPRO HD, D5, and other popular decks and cameras
- Real-time multistream HD editing with real-time effects viewable on an HD monitor
- Full complement of connectors, plus HD Tri-Level Sync
- Full 10-bit HD hardware processing with choice of 10-bit and 8-bit Avid DNxHD encoding settings, including: 1080i/59.94; 1080i/50; 1080p/23.976sF; 1080p/25; 1080p/24; 720p/59.94 and 720p/23.976
- Monitor HD, SD, and DV using any 16:9 DVI equipped display
- Real-time SD downconvert
- Simultaneous output of HD and SD masters

For more information and system requirements, visit www.avid.com/mcaHD or contact your local reseller.

Corporate Headquarters 800 949 AVID (2843)
Asian Headquarters + 65 6476 7666
European Headquarters + 44 1753 655999

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

make manage move | media™ **Avid**

© 2005 Avid Technology, Inc. All rights reserved. Product features, specifications, system requirements, and availability are subject to change without notice. Adrenaline, AniMatte, AudioSuite, Avid, Avid DNA, Avid DNxcel, Avid DNxHD, Avid Unity, Avid Xpress, AVX, ChromaCurve, Digidesign, Digital Nonlinear Accelerator, ExpertRender, Film Composer, Frame Chase, FluidMotion, Intraframe, make manage move | media, Marquee, Media Composer, Meridian, MetaSync, NaturalMatch, Nitris, OMF, Pro Tools, SpectraMatte and Symphony are either registered trademarks or trademarks of Avid Technology, Inc. in the United States and/or other countries. Avid received an Oscar statuette representing the 1998 Scientific and Technical Award for the concept, design and engineering of the Avid Film Composer system for motion picture editing. Academy Award is a registered trademark and service mark of the Academy of Motion Pictures Arts and Sciences. Sonic is a registered trademark of Sonic Solutions. All other trademarks contained herein are the property of their respective owners.

MCAHDP0305