

HP AND AVID

GAIN A PROFESSIONAL EDGE FOR DIGITAL MEDIA CREATION.



MEDIA CREATION

Avid



CAN YOU MEET YOUR DIGITAL MEDIA CHALLENGES?

Few industries move as fast as media and entertainment. Wherever you look, everyone in the business is pushing to deliver better content in less time.

If you're in the business, technology matters—a lot. To create captivating content—while meeting tight production schedules and staying on budget—you need more than talent alone. You also need innovative software tools running on reliable, high-performance computing systems.

In particular, it really helps to know that your computing systems are designed, tested, and built to support the type of applications you are running. This is one of the keys to avoiding problems and staying productive—and meeting your all-important deadlines.

Where do you find all of this? Look to the portfolio of integrated solutions that couple the creative capabilities of Avid software with the rock-solid performance of HP Workstations. Together, HP and Avid help you gain a professional edge for digital media creation.



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MEET THE CHALLENGE WITH HP AND AVID.

Working together, HP and Avid help you solve some of your toughest creative challenges with innovative hardware and software offerings that are tuned and integrated for better performance.

Avid is the world leader in digital media creation tools for film, video, audio, animation, games, and broadcast professionals—as well as for home video and home audio enthusiasts. Today, the vast majority of prime-time television shows, feature films, commercials, and chart-topping music are made using one or more Avid products.

HP engineers focus their technical expertise on the complete solution—Avid applications running on HP hardware. The HP Workstation engineering team keeps in step with the digital content creation industry to understand the workstation capabilities that will be required by tomorrow's applications. Part of this research includes interviewing key Avid engineers before designing new workstation platforms. In addition, Avid applications are certified on select HP Workstations, giving you greater confidence when you deploy Avid software on HP Workstations.



FIND THE APPLICATIONS YOU NEED.

Avid pioneered the concept of using a computer to digitally manipulate film, video, audio, and 3D animation. That spirit of innovation continues to this day, with increasingly powerful, integrated solutions that reflect Avid's dedication to quality, and its longstanding commitment to empowering the creativity behind the world's most widely recognized media.

Professional video editing

Avid Media Composer

If you're a creative editor, you want an editing tool that not only makes storytelling simple, but helps you track your project, organize your media, and pull you through the trouble spots. That's why so many professionals trust their best ideas to Avid® Media Composer®. Unsurpassed creative tools, rock-solid media management, and the highest quality effects and output make Media Composer the most powerful editing solution available.

Avid DS

When you're creating high-end content, you need the most complete toolset available, access to the most flexible workflows, and native support for the highest resolution footage. Avid DS delivers with deep effects capabilities, multi-mode workspaces, and a resolution-independent architecture. Avid's industry-leading editorial interface makes DS the one-stop solution for facilities that need to create great work fast.



Newsroom

Avid NewsCutter

Editing news stories depends on fast thinking, accuracy, and teamwork. Designed for high-pressure broadcast news editing, Avid NewsCutter® video editing software gives you all the tools you need to deliver award-winning news packages—from the field or in the newsroom. Tight integration with newsroom automation systems, playout servers, and collaborative production workflows make NewsCutter software the ideal storytelling tool for independent stations and worldwide media organizations alike.



Professional audio editing

Pro Tools | HD

Serious professionals use Pro Tools | HD®. No other digital audio solution is used more in top music studios, post-production and broadcast facilities, editing suites, and mobile production trucks worldwide. With amazing sound quality, unmatched processing power, and great flexibility, Pro Tools | HD empowers you to deliver top-quality productions efficiently and with ease, from first take to final mix.



Pro Tools LE and Pro Tools M-Powered

Pro Tools LE® and Pro Tools® M-Powered™ personal studio systems offer everything you need to create music affordably with professional results. These systems range from mixing interfaces that sit at the center of your project studio to unique hybrid instrument interfaces and portable setups small enough to fit in your pocket. And with cost-effective Avid software expansion options for Pro Tools LE, you can even mix sound for picture.



GAIN MORE VALUE WITH HP WORKSTATIONS.

The HP commitment to innovation and solutions excellence, and HP's relationship with Avid, provide you with a professional edge. HP Workstations are built with the latest technology, including processors from Intel® or AMD; professional graphics cards from NVIDIA or AMD ATI; Microsoft® Windows® operating systems; and high-speed storage. We also bring you fast, reliable memory that is designed, tested, and built for high performance and extreme stability, along with ENERGY STAR®-qualified configurations designed to optimize energy use.

HP innovation

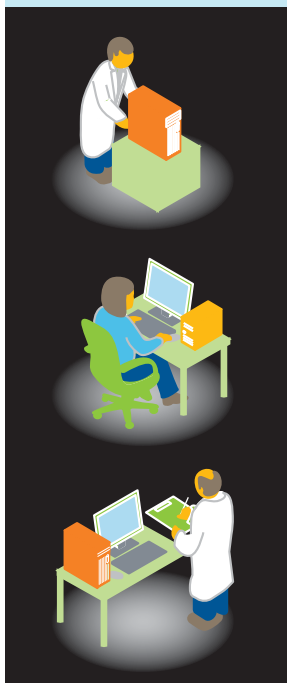
HP innovation is most evident in our first-to-market features. Innovation keeps you ahead of your competition by helping to improve productivity and shorten design cycles. HP Workstations were the first to include 64-bit architecture, quad-core processing, 80 PLUS efficient power supplies, tool-less chassis, state-of-the-art acoustics, and liquid cooling.

HP Remote Graphics Software

This advanced utility allows you to remotely access and share your workstation, its 3D graphics power, and all of its applications. Using HP compression technology, RGS helps reduce network usage and enables real-time sharing of high-resolution imagery, allowing creative teams from multiple sites to function like they are all in the same room.

HP Performance Tuning Framework

This exclusive HP tool—pre-installed on all HP Personal Workstations—makes it a snap to configure and update your HP Workstations, improving their stability and performance.



CHOOSE THE IDEAL HP WORKSTATION FOR YOUR AVID ENVIRONMENT.

HP xw4600 Workstation combines next-generation performance technology with expandability, reliability and affordability. It is based on the new Intel® X38 Express performance chipset and the latest workstation-class Dual- and Quad-Core¹ Intel processors. The HP xw4600 supports up to 8 GB² of memory and comes with your choice of 2D or 3D professional graphics cards. It's powerful enough to meet the demanding requirements of data-intensive design applications.

HP xw8600 Workstation is designed for extreme performance and limitless possibilities. It provides power, versatility, and reliability for massive compute and visual capacity—to give your business a decided edge over the competition. The HP xw8600 meets your most demanding engineering, computer-aided design, and photorealistic rendering challenges with one or two of the latest Intel Dual-Core and Quad-Core¹ processors and the Intel 5400 chipset.



xw4600



xw8600

HP recommends Windows Vista® Business.

“Our partnership with HP is just one of the ways we are working together to meet the varied needs of our customers—it provides a valuable opportunity to engage in frequent planning and technology discussions to align development of the HP workstations with the needs of media creation professionals using Avid products.”

Dave Lebolt—CTO, Avid

The HP professional edge for Avid

- Avid certifies HP Workstations to support Avid applications.
- HP experts are available to support your Avid needs and recommend configurations.

LET'S GET STARTED.

HP and its workstations are powering the forefront of digital media and entertainment. We put first-class innovation, a high-profile community of talent, and long-term relationships you can trust within reach. And HP Workstations are backed by an uncompromising commitment to solutions that are exclusively designed and engineered to give you a professional edge.

To begin the process of sharpening your professional edge with Avid applications, visit www.hp.com/go/avid. This dedicated website for users of Avid applications helps with your workstation selection, providing the latest in recommended configurations for Avid, as well as HP certification status and other useful information.

Or to learn more about HP Workstations for your digital content creation environment, contact your HP representative or reseller, or visit us at www.hp.com/go/dcc.

1. Quad-Core and Dual-Core are new technologies designed to improve performance of multi-threaded software products and hardware-aware multi-tasking operating systems, and may require appropriate operating system software for full benefits; check with software provider to determine suitability. Not all customers or software applications will necessarily benefit from use of these technologies.

2. Maximum memory capacities assume 64-bit operating systems. Microsoft® Windows® XP (32-bit) supports 4 GB (with Microsoft 32-bit, the amount of usable memory will be dependent upon your system configuration. It may be less than 4 GB); 32-bit Linux can support up to 8 GB.

To learn more, visit www.hp.com/go/avid

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