

HP AND AVID



Create stunning digital media and entertainment

Can you meet your digital media challenges?

It's no secret that the media and entertainment industry is constantly evolving, and the push to deliver better content faster is an everyday challenge. To meet those demands, technology matters—a lot. You need innovative, high-performing, reliable hardware and software tools tuned to your applications so your team can create captivating content, meet tight production schedules, and stay on budget. HP offers an expansive portfolio of integrated workstation hardware and software solutions designed to maximize the creative capabilities of Avid® software. Together, HP and Avid help you create stunning digital media.

Meet the challenge with HP and Avid

Tackle your toughest creative challenges with the powerhouse combination of HP and Avid working together. Avid is a world leader in digital media creation tools for film, video, audio, animation, games, and broadcast professionals—as well as home video and audio enthusiasts. Today, the vast majority of feature films, prime-time TV shows, commercials, and hit music are made using one or more Avid products. When you run those Avid applications on HP Z Workstations—which were designed in tandem with Avid engineers—you get an unbeatable technology solution. As a bonus, Avid applications are certified on select HP Z Workstation models to help ensure that they will deploy right out of the gate.

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 a longstanding commitment to empowering the creativity behind the world's most widely recognized media.

Professional audio editing

Pro Tools | HD and Pro Tools | HD Native—Serious professionals in top music studios, post-production and broadcast facilities, editing suites, and mobile production trucks worldwide use Pro Tools | HD more than any other digital audio solution available on the market today. The amazing sound quality and unmatched native performance of Pro Tools | HD Native makes delivering top-quality productions from first take to final mix more affordable than ever.

Pro Tools 9—Pro Tools personal studio systems, including Mbox®, Eleven® Rack, and M-Audio® interfaces, 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 the added flexibility of running Pro Tools 9 standalone on HP Z Workstations gives you the freedom to create the way you want.



Windows®. Life without Walls™. HP recommends Windows 7.

“These new HP Z Workstations will empower our PC-based customers to push the limits of their creativity by providing a powerful and flexible platform that can handle the rigors of complex editing and effects—allowing them to produce the best end result each time.”

—Dana Ruzicka, Vice President of Strategic Alliances, Avid

Professional video editing

Media Composer—If you’re a creative editor, you want an editing tool that simplifies storytelling while helping you track your project, organize your media, and navigate trouble spots. That’s why so many professionals trust their best ideas to 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.

Symphony Nitris DX—The Symphony® Nitris® DX system is Avid’s signature non-linear editing system and is sold as a turnkey solution on the HP Z800 Workstation. Symphony Nitris DX integrates the award-winning Symphony finishing toolset with Nitris DX hardware to deliver the real-time horsepower you need for high-throughput, high-quality video and film finishing. Symphony Nitris DX offers a remarkable palette of creative tools, including Advanced Color Correction, FluidMotion™ Effects, SpectraMatte™ Chroma Key Effect, and more.

Newsroom

NewsCutter—Editing news stories depends on fast thinking, accuracy, and teamwork. Designed for high-pressure broadcast news editing, 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 tools demand workstation power

HP Z Workstations are designed, tested, and built for Avid users looking for high performance and extreme stability. HP does this with features that include:

- Dual-, quad-, and six-core¹ Intel® Xeon® processors
- Professional graphics cards from NVIDIA and AMD
- Microsoft® Windows® operating systems
- Expanded I/O, and massive storage
- Fast, reliable memory
- EPEAT® Gold-rated and ENERGY STAR®-qualified configurations

GAIN MORE VALUE
WITH HP WORKSTATIONS

The HP commitment to innovation and solutions excellence combined with HP’s relationship with Avid provide you with a professional edge.





“High performance, reliability, and enhanced productivity are critical requirements for all of our customers, who are constantly working under rigid deadlines.”

—Dana Ruzicka, Vice President of Strategic Alliances, Avid

Meet the HP Workstation family

Combining bold design and world-class engineering, the HP Workstation family takes innovation, performance, and reliability to the next level—to give you and your business a competitive edge. Select HP Z Workstations are tested and certified for Avid applications, helping ensure powerful, dependable performance. HP Z Workstations deliver enhanced workstation performance with the latest Intel processors with Intel® Turbo Boost² and Hyper-Threading³ technologies, in a very affordable package that transforms the way digital media and entertainment professionals work. The next-generation system architecture enables fast and efficient performance while built-in HP reliability helps you work more productively and get the job done faster.

The HP Z800 Workstation

The HP Z800 Workstation delivers the ultimate performance in a revolutionary next-generation design that accelerates even the biggest, most complex digital media and entertainment projects. This high-end workstation offers the maximum in dual-socket performance, data storage, and expandability available in the HP Z Workstation line and is ideal for power users of Pro Tools|HD, Media Composer, NewsCutter, and Symphony Nitris DX.

HP Z400 Workstation

The HP Z400 Workstation is ideal for digital media and entertainment professionals who need the maximum in single-socket processor power. Media Composer and Pro Tools|HD Native users will find this as their mainstream workstation. It combines ECC memory to handle large files, as well as the full range of 3D professional graphics and the latest Intel processors.

HP Z200 Workstation

The HP Z200 Workstation delivers excellent performance and was designed with Media Composer and Pro Tools users in mind, providing the workstation power for entry-level video and audio professionals to design and edit. It provides ECC memory for larger files and is expandable up to mid-range graphics for even more 3D performance capability.

HP Mobile Workstations

HP EliteBook 8740w Mobile Workstation

The HP EliteBook 8740w Mobile Workstation redefines power on the move, combining the best in visualization and computational power with a 17-inch diagonal display for HP's high performance mobile workstation. This mobile workstation offers reinforced latches and durable construction in a lightweight form factor that is designed to meet tough military standards (MIL-STD 810G),⁴ making it a great tool for professionals on the go. The choice of an HP DreamColor display enables true color visualization in addition to top performance for Avid applications.

HP EliteBook 8440w and 8540w Mobile Workstations

The HP EliteBook 8440w⁵ and 8540w Mobile Workstations offer all the workstation power you need to run Avid applications in a smaller and lighter size with a 14-inch or 15-inch diagonal screen that is ideal for users on the go who want to minimize the weight they carry.

HP Performance Monitors

Designed for compatibility with the full line of HP Workstations, HP Performance Monitors offer world-class display technology, a range of connectivity (USB/DVI/DisplayPort) with the latest peripherals and graphics devices, and environmental responsibility with ENERGY STAR® and EPEAT® certifications. The new HP ZR24w and HP ZR30w widescreen monitors feature massive wide-aspect screens, enhanced color accuracy at ultra-wide viewing angles, and full HD⁶ resolutions. The HP DreamColor LP2480zx monitor is based on HP DreamColor Engine technology and is great for low-light design environments like animation and video production facilities.

Windows®. Life without Walls™. HP recommends Windows 7.

HP RECOMMENDATIONS FOR AVID APPLICATIONS

Avid products	HP Z Workstations	HP Performance Monitors	HP Mobile Workstations
Avid Media Composer	HP Z800, HP Z400, HP Z200	HP ZR24w, HP DreamColor LP2480zx	HP EliteBook 8740w, 8540w
Avid Symphony Nitris DX	HP Z800	HP ZR24w, HP DreamColor LP2480zx	N/A
Avid NewsCutter	HP Z800, HP Z400	HP ZR24w, HP DreamColor LP2480zx	HP EliteBook 8740w, 8540w
Avid Pro Tools HD	HP Z800	HP ZR24w, HP ZR30w	N/A
Avid Pro Tools HD Native	HP Z400	HP ZR24w, HP ZR30w	HP EliteBook 8740w, 8540w
Avid Pro Tools 9	HP Z400, HP Z200	HP ZR24w, HP ZR30w	HP EliteBook 8740w, 8540w
Avid Pro Tools M-Powered™	HP Z400, HP Z200	HP ZR24w, HP ZR30w	HP EliteBook 8740w, 8540w

www.hp.com/go/workstationfinder

For more information about HP and Avid solutions,
please visit www.hp.com/go/avid

- 1 Dual-, quad-, and six-core technologies are designed to improve performance of multithreaded software products and hardware-aware multitasking operating systems and may require appropriate operating system software for full benefits; Not all customers or software applications will necessarily benefit from use of these technologies.
- 2 Enabling Intel® Turbo Boost Technology (Intel® TBT) requires a PC with a processor with Intel TBT capability. Intel TBT performance varies depending on hardware, software, and overall system configuration. For more information, see www.intel.com/technology/turboboost.
- 3 Intel HT Technology (HT) is designed to improve performance of multi-threaded software products and requires a computer system with a processor supporting HT and an HT-enabled chipset, BIOS, and operating system. Please contact your software provider to determine compatibility. Not all customers or software applications will benefit from the use of HT. See <http://www.intel.com/info/hyperthreading> for more information.
- 4 Testing was not intended to demonstrate fitness for DOD contracts requirements or for military use. Test results are not a guarantee of future performance under these test conditions.
- 5 Not available in all regions.
- 6 HD content required to view HD images. Internet access required. Performance dependent on network latency and image frame content.

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