Avid DS 11

Get all the tools you need for high-end editing, compositing, and conforming

End-to-end editing and finishing—all in one solution

Avid® DS is a full-featured editing, graphics creation, color correction, and compositing solution, and is the absolute best conforming tool for Media Composer® and Symphony™, enabling you to create and deliver high-end content fast. Available as a low cost software-only solution to use with existing hardware and as a complete Avid DS System—a hardware/software bundle that comes with everything you need to capture, edit, monitor, and output projects—Avid DS can save you time and money by keeping all editing and finishing in house.

What's new in Avid DS 11

- Get hands-on editing and color correction control with support for Artist Transport and Artist Color control surfaces

- Customize the resolution independent canvas for source generators and visual effects

- Apply blending operations directly on the timeline to single or multiple clips or containers

- Conform high-resolution sequences to Avid DS from Media Composer 6 or Symphony 6 (except stereoscopic 3D)

- Connect to and play Long-GOP MXF essence (such as from XDCAM) when conforming from Media Composer or Symphony, eliminating transcoding time

- Edit high-resolution media using the Avid DNxHD® 444 codec

- Use HDR imagery in projects with support for Open EXR/TIFF DCDM formats

- Capture and output up to 16 channels of audio (up from 8) to create bigger audio mixes

- Includes Media Composer 6* with Avid DS full version and upgrade purchases

- Work with RED EPIC and SCARLET footage with the new RED SDK

- Integrate the latest KONA 3G hardware into your Avid DS workflow

* Does not include the Media Composer software bundle (Avid FX, Avid DVD, and Sorenson Squeeze).

For more information visit **avid.com/AvidDS**

Artist Transport

Artist Color

Take hands-on color and edit control

Now that Avid DS supports Avid Artist Color and Artist Transport control surfaces, you can greatly accelerate your color correction, grading, editing, and navigation tasks—with hands-on precision. Get highly responsive, customizable control over all Avid DS and Media Composer color functions with Artist Color at your fingertips. And with the programmable Artist Transport, which connects seamlessly to Artist Color, you can quickly navigate through projects and perform complex editing functions with just a press of a button.

Maximize your opportunities

With Avid DS, you have all the editing, compositing, painting, conforming, and finishing tools you need to create and deliver projects fast. Accelerate and fine-tune storytelling with Media Composer 6. Eliminate tedious re-assembling with Total Conform to Avid DS. Design high-end graphics, effects, titles, and composites. Work with a range of I/O, storage solutions, computers, and other compatible hardware. And with the fully integrated workflow, you'll spend more time creating than rendering or exporting to other applications.

Achieve the look you want— without the hassle

Create stunning visual effects, animations, titles, and more with the huge collection of paint and compositing tools, 2D and 3D effects, filters, transitions, and more. Create the right look with powerful color grading tools, including LUT and color management support. Speed up your workflow with real-time 2K, HD 4:4:4 RGB, and HD 4:2:2 YUV playback and integrated DPX, R3D, and ARRIRAW file support. And expand your creative palette with AVX™/AVX2 and OFX plug-ins from top visual effects designers, including Boris FX, GenArts, and The Foundry. No matter what resolution a project is finished, Avid DS adapts to the required resolution or color space at hand.

Unique selling points for Avid DS 11

- The only solution that offers complete editing, compositing, finishing, and Total Conform from industry-standard Media Composer and Symphony
- Unique palette of tools offers everything within a single application, without the need to export to third-party applications
- Easily handles high-resolution files, such as ARRIRAW and RED, natively, at any given resolution
- Works with the RED Rocket card to accelerate rendering and HD transcodes
- Available as a cost-effective software-only system for complete file-based editing, conform, and finishing
- Offers full resolution independence and support for 2K and 4K workflows
- Provides deep color correction functionality at any resolution and color space (4:4:4 or 4:2:2)
- Offers the most versatile compositing workflows, with node-based construction and manipulation of effects

Top 5 reasons why existing Avid customers should choose Avid DS

1. Creative—Avid DS offers the deepest toolset in the Avid editing lineup, including full color management, enabling customers to do more complex effects and color work.
2. Technical—HD RGB, 2K/4K support, and dual link I/O enables Avid DS to conform in formats not available in other Avid editing products.
3. Workflow—Compatibility with Avid ISIS® and Avid Interplay®, plus shared editorial syntax enables Avid DS to easily integrate into existing Avid infrastructures, maximizing productivity and return on investment.
4. Savings—Avid DS provides a complete end-to-end solution and all the tools customers need to edit and finish projects, eliminating outsourcing, third-party software expenses, and down time.
5. Community—Avid customers benefit from the community of worldwide users who provide feedback, tips and tricks, advice, and support on Avid.com, as well as from a wide range of support and training programs offered by Avid.

Top 5 reasons why non-Avid customers should choose Avid DS for high-end post projects

1. Creative—Avid DS offers a deep and sophisticated toolset integrated into a single interface that's perfectly suited to handle the majority of post work being completed today.
2. Technical—Support for SD, HD, HD-RGB, 2K, and 4K workflows with dual link I/O enables post houses to address new markets yet work with an artist and facility-friendly operating system
3. Workflow—Compatibility with industry-standard project formats such as AAF, AFE, and OMF, as well as with Media Composer and file-based camera formats, maximizes productivity.
4. Savings—With open, adaptable workflows—and because all editing and finishing can be done in house—customers can eliminate outsourcing and other expenses for a better return on investment.
5. Community—Avid customers benefit from the community of worldwide users who provide feedback, tips and tricks, advice, and support on Avid.com, as well as from a wide range of support and training programs offered by Avid, the leader in the editing industry.

What's included

Avid DS System (hardware/software bundle)

Software

- Avid DS 11 software (with one license)
- Avid DS Remote Processing (RP) System Option (with one license)
- Media Composer 6* software (with one license)

Hardware

- HP Z800 Workstation
  - 2.66 GHz dual six-core Intel Xeon processor
  - Windows 7 64-bit Professional
  - 6 GB DDR SDRAM (12 GB Optional)
  - NVIDIA Quadro 4000 OpenGL graphics accelerator card
- AJA KONA 3G Dual Link I/O card with K3G-Box breakout box
- 320 GB SATA boot drive
- Avid 16 TB Xstore storage
- HP ZR30w 30-inch flat panel LCD monitor
- 9x12 graphics tablet with pen, keyboard, and mouse

Avid DS software

- Avid DS 11 software (with one license)
- Avid DS Remote Processing (RP) System Option (with one license)
- Media Composer 6* software (with one license)

Minimum system requirements (for software-only version)

- Computer: HP Z800, Z400, xw8600, or other Avid-qualified workstation
- OS: Windows 7 Professional SP1 (64-bit)
- Processor: Intel Xeon Core 2 processors (Quad or higher)
- Memory: 12 GB RAM (for HD, HD-RGB, and other high-res format support); 6 GB RAM (for SD and DNxHD)
- Graphics card: NVIDIA Quadro FX 3700, 4800, Quadro 4000

Reliability—with affordable added support

When things don't go as expected, don't waste downtime trying to troubleshoot workflow issues, or money sending out your defective third-party card for replacement—get the legendary reliability of Avid DS and Media Composer software, plus additional peace of mind with Avid Advantage Support.

Avid Advantage Support

Expert	Includes 7x24 access with 24-hour response, basic phone support, standard escalation, and optional hardware coverage.
Expert Plus	Includes 7x24 access with 4-hour response, priority phone support, Code Blue escalation, complimentary software upgrades, and optional hardware coverage.
Elite	Includes 7x24 access with 1-hour response, high priority phone support, Code Blue escalation, next-day hardware exchange, complimentary software uprgades, system monitor, health checks, and optional onsite support.

* Please note that the Media Composer software bundle—Avid FX, Avid DVD, and Sorenson Squeeze—is not included.
** Introductory price. Price will increase in Q4 2012.

Avid DS specifications

These audio and video I/O specifications are for the complete Avid DS System only.

Video I/O

- 10-bit SMPTE 292M SDI high-definition video I/O (channel 1/A: HD; channel 2/B: SD)

- HD Component YPbPr or RGB Output

- 10-bit SMPTE 259M SDI standarddefinition video I/O (channel 1/A: HD, channel 2/B SD)

- 10-bit SMPTE 292M dual-link SDI for high-definition 4:4:4 I/O

- Component (YPbPr) or RGB Analog standard definition video output

- Avid legacy standard definition support for uncompressed Meridien JFIF

- HD formats:
  - 1080i at 30, 29.97, 25 Hz
  - 1080 PsF at 30, 29.97, 25, 24, 23.976 Hz
  - 720p at 60, 59.94, 50, and 23.976 Hz
  - 1080p 59.94, 60, 50 Hz

- 2K DCI

- Real-time mastering-quality Avid DNxHD encoding (4:2:2 only)

- Real-time uncompressed PAL and NTSC ITU-R 601 formats

- HD Tri-level sync and standard definition sync reference input

- Streaming capture and on-the-fly logging

- I/O support for tapes with repeated timecodes

- Assembly and Insert mode for output

- 16:9 anamorphic media support

- Sony RS-422 machine control

- Support for 2K RGB DPX files with realtime HD proxy playback and DPX 2.0 metadata (including timecode)

- Resolution-independent support for 4K and higher resolution RGB DPX files with DPX 2.0 metadata (including timecode)

- Native support for .R3D (RED) files; Windows Media 9 HD and SD encoding with optional Windows Media Encoder

Audio I/O

- Supported bit depths:
  - 16-bit
  - 24-bit
- Supported frequencies:
  - 48 kHz
  - 96 kHz
- Up to 16 streams of simultaneous audio I/O
- 8-channel AES/EBU (BNC and XLR) digital audio I/O
- 8 channels of SDI-embedded audio I/O
- 2-channel RCA audio monitoring

For more information visit **avid.com/AvidDS**

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