



Avid at NAB 2010

Dazzling new technologies, amazing people, aching feet—these are just some of the things we experienced at this year's NAB Show. But we also experienced some of the greatest media buzz we've ever seen coming out of the show floor through trade media outlets, industry observers, respected bloggers – and hundreds of very impressed Twitter users. Here's a snapshot of the coverage generated by Avid's announcements, demos and press interviews during NAB. Want to see more? Click over to [Avid at NAB2010](http://www.avid.com/nab2010) to learn more.

www.avid.com/nab2010

In the News

- DV—[“Avid Comes on Strong”](#)
- Splice Here blog—[“Media Composer 5”](#)
- Videoguys.com—[“It's Official—Avid MC5—WOW!!!”](#)
- Post—[“NAB: Media Composer 5 Supports RED, QT & RTAS Tools”](#)
- ProVideo Coalition—[“Avid Introduces Media Composer 5”](#)
- TVWeek—[“A Guide to Trends and Product Debuts at NAB”](#)
- Studio Monthly— [“Avid Raises the Bar With New Editing System”](#)
- Production Apprentice —[Matrox announces HD monitoring for Avid Media Composer 5](#)
- HD for Indies—[Avid | Media Composer Software 5](#)
- Production Apprentice—[“Avid MC5 is Exactly what we Asked for”](#)
 - “The good news is that Avid did it their way, with some improvements...”—Joe Dorsey
- Creative Cow—[“MC 5 Announced...Smoking!!”](#)
 - “Get comfortable — with Media Composer® 5, you can truly edit the way you like.”—Terence Curren
- Flickr—[“Avid Media Composer 5 Timeline”](#)
 - The image—Avid® Media Composer timeline screen grab—uploaded by Blogger Scott Simmons (The Editblog) garnered 477 views within the past two days.
- Creative Cow—[“Avid Media Composer 5 Looking Like a Game Changer”](#)
 - “... just reading the overview of Avid's new Media Composer 5 announced at NAB, this thing sounds like it could be a real game changer in the communication between it and Final Cut Pro. Especially when it comes to color grading projects.”—Walter Biscardi (Active Creative Cow forum writer who typically favors Final Cut Pro)
- DVX User—[“Media Composer 5 is Coming”](#)
 - Re. Media Composer 5: “And it looks like a real game changer”—“fiendish” via DVX User forum
- Philip Hodgetts Blog—[“What else did Avid announce at NAB 2010?”](#)
 - “Two words I never thought I'd associate with Avid are Interoperability and Openness, and yet this has been the theme of Avid's 2010 announcements”— Blogger Philip Hodgetts
- Videoguys Blog—[“NAB Round-Up: Day 1 Coverage of Avid Media Composer 5”](#)
- Tastes Like Chicken Blog—[“Media Composer 5.0”](#)
 - “NAB is on in Las Vegas at the moment, and while I'm still slogging away in an edit suite in Auckland I have been able to keep an eye on some of the choice announcements. The choicest of these, from my perspective was Avid's announcement of Media Composer 5.0!”—Blogger Dylan Reeve
- NAB Daily News—[“Avid Intros New Versions of Software”](#)

What People are Saying

"This software release will prove to be one of the most important Avid versions in many years and significantly raises the bar in the competition with Apple's Final Cut Pro. It checks off many of the common wish list items asked for by Avid editors."

Oliver Peters, DV/Videography

"It looks like Avid hasn't just added ProRes or Canon H.264s but they say that anything the QuickTime player will play, MC 5 can work with. That's really taking the support to the max."

Scott Simmons, The Editblog on Pro Video Coalition

"Avid tapeless workflows with MC5 are a game changer. This is amazing"

Videoguys.com

"I hope Apple takes this as a wakeup call. Because Avid is making FCP seem like the Media Composer of five years ago when Avid was tied to the OMF® and FCP's Quicktime architecture was a god send."

LAFCPUG forum

"Avid Media Composer 5 definitely looks like a game changer. I think we're going to end up with it in our new facility. At least one room"

Walterbiscardi

"This is huge folks."

LAFCPUG forum

"Avid Media Composer 5 = Final Cut Killer!!"

Josekenshin

"AMA and RED...Yes! @AvidTechnology/buzz"

heyriddle

"Avid 5.0 changes everything."

comebackshane

"Still agog at the Avid Media Composer 5 updates! <http://www.avid.com/US/products/Media-Composer-Software/features> Finally!!!"

leehighmarmoset

"Avid Media Composer 5 looks incredible with native support for #QuickTime and #RED files amongst other features."

<http://bit.ly/aCf8Oa>"

ebrodeur

"Wow! Avid Media Composer 5 supports editing of video and audio by dragging and dropping elements in the timeline!"

<http://bit.ly/aBckV3>"

chrisbobs

"This could be awesome RT @AvidTechnology: Avid Announces Agreement to Acquire Euphonix: <http://goo.gl/fb/NfWf1>"

jobterburg

"Oh AVID, why even tease me?!?!?! Release it now! I want MC5!"

#AvidBuzz

DaveWruck

"Some Editblog on PVC talk about Avid Media Composer 5. <http://bit.ly/bShmTB> check out the new tools timeline image. Will see more today"

editblog

"Really excited about the possibilities of Avid/Euphonix."

blackcatdigi

"It's not too hard to visualize a complete work flow from Venue bridged by Pro Tools® back to the Studio. This acquisition would seem to reduce development time. I like it."

Live Sound Audio

"RT @digitalfx: Avid is back!!!"

videomaker

"RT @MediaAssist: Hitting the convention floor today. #avid V5 sounds promising with new end to end AVC-Intra workflow! #nabshow"

Fliktwit

"@AvidTechnology I'm pretty pumped about #avid's future"

Dr0id

"New MacBook Pros, Media Composer 5. Oh my goodness it's like a tech firestorm! WOOT!!!"

marccahill

"Leaving Vegas & NAB (too soon). Favs so far: Red Rock M3, Canon XF305, Avid Media Composer 5."

franmirabella

"I want to upgrade my studio gear...I want a Pro Tools|HD rig and a Euphonix board so bad"

iamlogiq

"Returned from NAB 2010. Avid booth was hopping. MC5, Web Editing app, Integrated Media Enterprise, and impending Euphonix acq were hot news"

ECAvidRob

Avid Media Composer 5 may just be enough to make me switch to it as my primary video editor instead of FCP. I am very impressed.

bjamieson

Media Composer 5.0 is eons ahead of FCP, simply amazing. #avid #nab2010

jasons_johnson

Avid Media Composer 5 pretty much leaves Final Cut Pro 7 in the dust. There ... I said it. #nab #fcp

dougluberts

For more information visit www.avid.com/nab2010