

# AVID XPRESS® DV 3

THE REAL DEAL:  
A PROFESSIONAL REAL-TIME DV EDITING STUDIO  
FOR YOUR PC OR MAC!

PRODUCT BRIEF

From a world leader in nonlinear video editing technology, Avid Xpress DV v3 is the ideal software solution for anyone looking for affordable, professional-quality editing and creative tools for their PC or Macintosh systems. More than 100 real-time effects, powerful video and audio editing toolsets, stunning titling and graphics, extensive import and export capabilities, and outstanding compatibility with other popular tools make the Avid Xpress DV v3 product the performance choice in DV editing software.



C A P T U R E

M A N A G E

E D I T

E N H A N C E

C O R R E C T

O U T P U T

Image courtesy  
of Absinthe Pictures

# AVID XPRESS DV 3

*Designed by and for video editing professionals, Avid Xpress DV v3 software delivers industry-standard Avid quality, compatibility, and ease-of-use at an outstanding price.*

Avid Xpress DV v3 software features a revolutionary real-time effects architecture, delivering more than 100 customizable real-time effects and multiple simultaneous real-time streams — all in software. Just imagine previewing a title, a dissolve, a color effect, and a picture-in-picture simultaneously. Imagine customizing every parameter of every effect and seeing it all right away — in real time — without needing, or waiting, to render. Now imagine being able to tune performance to maximize the capabilities of your system. Only Avid® gives you the creative freedom you want and the image quality you need to deliver professional-grade video in today's most popular formats.

Avid Xpress DV v3\* software offers bidirectional native compatibility with Avid Media Composer®, Symphony™, NewsCutter®, and Avid Xpress systems, so every creative decision you make is transferred — not simply dissolves and basic effects but also titles, layers, audio mix, keyframes, color effects, and plug-in and batch information. In addition, Avid Xpress DV v3 software supports more than 25 import/export formats, for nearly unlimited creative choices working with today's most popular third-party tools and plug-ins. As a standalone system or connected to an Avid Unity™ LANshare system, Avid Xpress DV v3 software offers a wide range of networking options, as well as support for NTSC, PAL, film and 24p HD offline standards, so you're supported no matter where — or what — in the world you create.

\* Currently available for Windows platforms; availability for Macintosh platform planned for mid-2002



Image courtesy of Adobe Pictures

➤ With customizable toolsets, the award-winning Avid interface is easier to use than ever. Now anyone with a laptop can learn the industry's most popular editing environment.

➤ Avid editing systems are currently used to create 90% of all U.S. primetime television shows, 80% of all television commercials and 85% of all feature films.

## Source/Record Editing



# AVID XPRESS DV v3 FEATURES

## Ready-to-Run, DV-Native Editing Solution

- Currently available on Windows platforms; availability for Macintosh platform planned for mid-2002
- No additional hardware required other than a low-cost DV I/O card or port
- Supports popular DV cameras, decks, and transcoders — just add your DV or MiniDV camera and cable and go!

## Real-Time Performance

- Over 100 real-time software effects and multiple simultaneous real-time streams to create and view richly layered effects without rendering
- Real-time performance on desktops and notebooks with no hardware add-in card
- Choice of high-performance (more simultaneous effects) and high-quality (better image quality) modes
- Real-time display in both interface and video monitor
- Pre-filled frames increase number of visible real-time effects
- ExpertRender™ feature automatically identifies real-time performance issues

## Other New Features

- New Avid DV codec improves image quality
- Eight video tracks with unlimited nesting for dynamic multilayered compositions
- Increased flexibility for manipulating imported graphics, including Adobe Photoshop layers
- New Keyframe model for editing picture-in-picture effects
- Support for new low-cost DVD burners, with five times faster MPEG encoding
- Dual-processor support delivers even better performance
- Available Avid Illusion FX™ software (in PowerPack) adds 29 customizable effects

## Avid Audio Tools



## Enhanced User Interface

- Jump among five customizable toolsets for common tasks: Basic editing, source/record editing, effects editing, audio editing, and recording from tape
- SuperBin lets you access all your media from within a single tab-based window
- Desktop Play Delay eliminates camcorder or transcoder sync problems with external monitor

## Improved Interoperability

- Avid Unity LANshare support for sharing projects and storage in workgroups (up to 10 Avid Xpress DV clients)
- DVCPRO PAL 4:1:1 support
- 24-fps EDL support available for offline editing of projects shot on 24p HD cameras

## Streamlined Workflow

- Import/export more than 25 formats, including: MPEG-1, MPEG-2, QuickTime® 5, RealMedia G2, Windows Media, AVI, QuickTime Reference Movie
- Seamless one-step export of Real Media, Windows Media, and QuickTime files with Cleaner EZ integration (Cleaner Pro sold separately)
- Projects, bins, and sequences compatible with other Avid editing systems, including Media Composer, Symphony, NewsCutter, and Avid Xpress
- OMF® files for collaboration with graphics and other systems. EDL import/export allows finishing in tape online facilities
- Seamless audio exchange with Digidesign® Pro Tools® systems

## Ease-of-Use Features

- Complete common tasks in fewer steps with Avid One-Step technology
- Industry-standard user interface easy to navigate and learn
- AutoSave and 32 levels of undo
- Online tour and tutorial
- Locators help you and your colleagues keep up to date on what needs to be done

## DID YOU KNOW?

> Avid won the 1998 Scientific and Technical Oscar® for the concept, design and engineering of the Avid Film Composer® system for motion picture editing. Avid Xpress DV v3 software is built on this same technology.

## Customizable UI



## Improved Keyframe Model



# AVID XPRESS DV 3

## CONFIGURATIONS

### Avid Xpress DV v3

Avid Xpress DV v3 software offers powerful Avid video editing software at an outstanding price, and includes the following products at no additional charge:

- Boris FX LTD for 3D and additional 2D effects
- Boris Graffiti LTD for enhanced titling
- Sonic DVDit! LE and AuthorScript for DVD creation (DVD burner sold separately)
- Discreet Cleaner EZ for quick export of streaming media files (Real, Windows Media Technology, QuickTime)

### Avid Xpress DV v3 PowerPack

Avid Xpress DV v3 PowerPack includes everything in Avid Xpress DV v3 plus a bundle of powerful software tools for a fraction of what it would cost to purchase them independently. These include:

- Avid Image Stabilization for correcting camera shake
- Avid Filmmakers' Toolkit for filmmakers working in film or video
- Avid Illusion FX for 29 cool new effects
- Pinnacle Commotion 4 for paint and rotoscoping
- Sonic DVDit! SE for enhanced DVD creation (DVD burner sold separately)
- Knoll LightFactory AVX for lens and lighting effects

### Avid Xpress DV v3 EduPack

Special packaging and pricing is available for qualified educational institutions and affiliates. This program enables film schools and general curriculum courses to train students on the industry's preferred tools.

## SYSTEM REQUIREMENTS

To ensure superior performance, Avid pre-qualifies hardware for all its solutions. A range of notebook and desktop systems from major manufacturers has been qualified for Avid Xpress DV v3 software. A qualified DV I/O card or port is also required. Avid Xpress DV v3 offers excellent real-time performance on qualified systems with specifications as low as 750 MHz. Performance will increase as system specifications increase. Please see our web site for a complete list of qualified systems.

## > TO LEARN MORE <

Visit [www.avid.com/xpressdv](http://www.avid.com/xpressdv) for more information on Avid Xpress DV, to buy online†, or to find a reseller near you.

†Order online in the U.S. and Canada only.

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