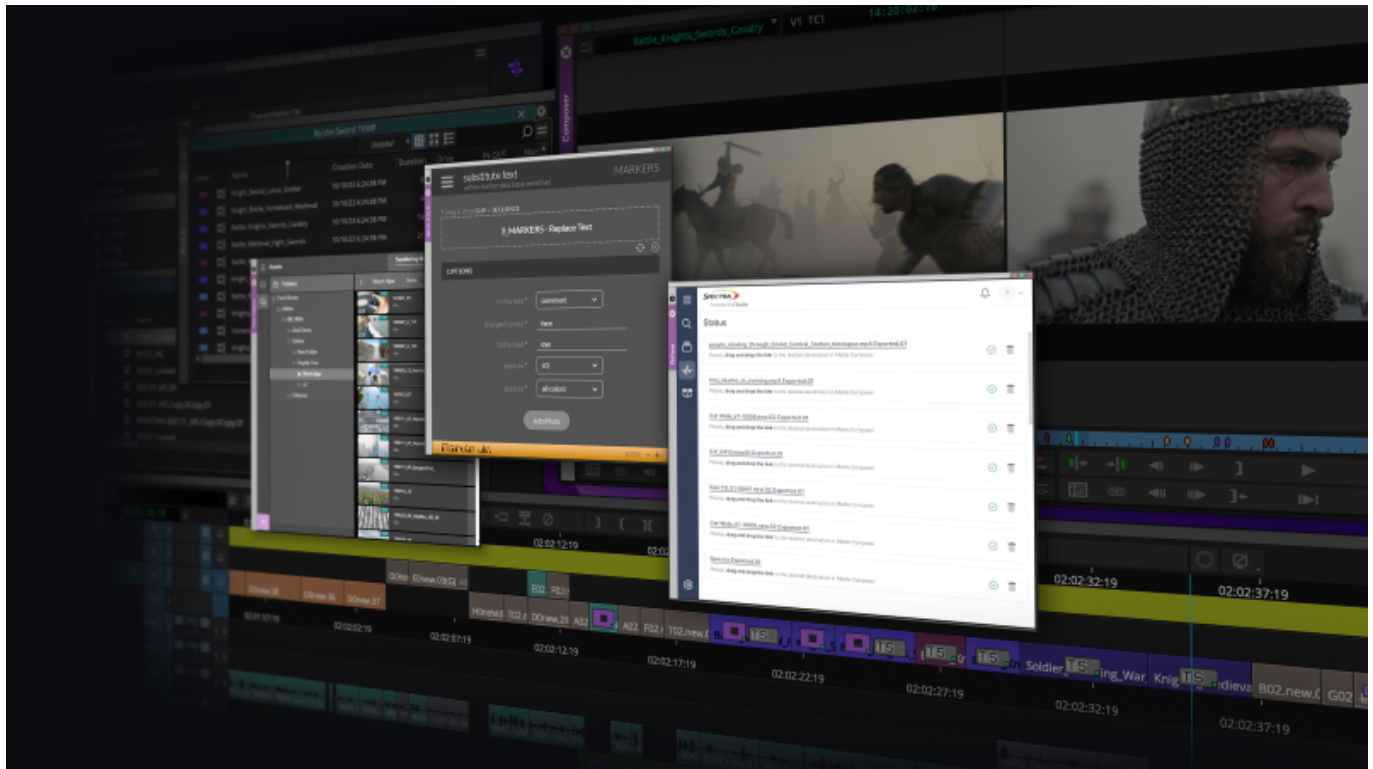


Avid unveils New AI Innovations



Avid will unveil a range of pivotal ‘automate and accelerate’ innovations at IBC2025 in Amsterdam, September 12–15 (Booth 7.A11), deepening its AI capabilities and expanding its partner ecosystem to empower creators to speed delivery, reduce complexity and enhance storytelling. AI is transforming the media and entertainment industry, reshaping every corner of production, postproduction and distribution – from accelerating routine edits and localization to opening new possibilities for collaboration and publishing. Amid these seismic changes, Avid’s strategy is to deliver trusted, integrated AI that enhances workflows without compromising creative control – helping creators cut through the noise and realize tangible value today.

With a comprehensive set of built-in AI tools, automation engines, open APIs, and developer SDKs to allow low- or no-code customization, Avid is demonstrating how

production houses, studios, broadcasters, newsmakers and content creators can streamline labor-intensive processes, orchestrate intelligent workflows, and utilize open integrations that accelerate workflows from planning to postproduction.

Kenna Hilburn, SVP of Products and Solutions at Avid, said: “AI is changing the way media teams work – the opportunity is immense, but so is the hype. At Avid, our approach is grounded in embedding intelligent automation directly into Avid tools that creators already trust and use every day, saving hours of repetitive work while allowing teams to focus on high-quality creative output. Together with our partners, we’re making Avid solutions more open, intelligent and powerful than ever – so our customers can move faster, scale smarter, and deliver with confidence.”

Avid’s IBC showcase demonstrates how it is giving media teams more freedom to tailor workflows through advances and integrations that bring ??cutting-edge AI enhancements directly into a creator’s timeline. Avid’s IBC showcase includes:

- MediaCentral Rules Engine and Schedule Engine – Now fully integrated, enabling newsrooms to automate content processing and scheduling with intelligent logic.
- Pro Tools, Media Composer and MediaCentral AI speech-to-text and transcription – Enhanced ScriptSync and PhraseFind accelerate editorial, with built-in AI transcription and new translation capabilities.
- Pro Tools automation and scripting with Soundflow and the Pro Tools Scripting SDK – Cuts down repetitive tasks by enabling custom automations and shortcuts for faster, more efficient audio workflows.
- Avid NEXIS APIs – Expanded management APIs streamline storage administration and automate media handling across third-party environments
- Avid DNx 4.0 – Workflows adapted via customizable bitrates and HDR-ready formats, while built-in automation streamlines transcoding, proxy creation and delivery.

At IBC 2025 Avid will also demonstrate new Media Composer Panel SDK integrations and MediaCentral apps that bring best-in-class AI and automation directly into video and audio postproduction and editorial workflows. Debuting at IBC, new Media Composer Panels demonstrate how Avid is making it easier than ever to bring third-party AI innovations directly into the timeline. Partnerships on show include:

- Quickture (Media Composer Panel) – Fast, AI-powered transcription and sequence creation through natural language requests.
- Flawless (DeepEditor for Media Composer) – Powerful AI-assisted lip sync tool for Media Composer, giving creative control to easily add, localize, modify, transfer, or remove dialogue in post.
- Acclaim Audio (ESION Studio Panel) – Enhance dialogue instantly with AI-powered audio tools inside Media Composer, featuring volume leveling, loudness normalization, noise reduction, and automatic removal of filler words.

Avid unveils New AI and Automation Breakthroughs at IBC2025

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- Traco.ai (MediaCentral App) – Automated transcription, translation, summarization, and contextual search; content analysis capabilities, including face, object, and scene detection.
- Digital Nirvana (MetadataIQ for MediaCentral and Media Composer) – AI-powered workflows for scene descriptions, detailed audio & video metadata, and sequence creation across live and archived content.
- Streamwell (Media Composer Panel) – Low-latency live streaming and remote collaboration tools, customizable for broadcasters and creatives.

With more than 600 partners worldwide now signed, Avid's ecosystem provides hundreds of plug-and-play solutions – allowing teams to scale workflows while maintaining creative freedom.

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