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FOR IMMEDIATE RELEASE

AJA TECHNOLOGY INTEGRATED INTO AVID DS NITRIS 8.0

*Customized dual link I/O hardware a key feature for
high-resolution Avid finishing system*

Amsterdam, Netherlands — IBC 2006 (September 8, 2006)— AJA Video, a leading manufacturer of professional video interface and conversion products, today announced that it is supplying Avid Technology, Inc. with a customized OEM solution that enables dual-link HD-SDI connectivity in Avid® DS Nitris® version 8.0. The AJA technology, which began shipping with the system in June, plays a key role in enabling full HD-RGB bandwidth capture, editing, and output with Avid's flagship editing and finishing system for real-time, multi-stream SD, HD, and 2K/4K DI work.

Post production work today is requiring higher image resolutions and higher throughput. AJA's robust hardware offers dual HD-SDI connectivity supporting the high bandwidth needed to input and output material for 4:4:4 HD-RGB formats such as HDCAM SR. Selection of AJA's technology by Avid again validates that AJA engineering for its dual HD-SDI hardware is considered among the best in the industry.

“AJA has been delivering hardware that solves some of the most critical parts of the post production process for years,” said Nick Rashby, Director of Sales and Marketing, AJA Video. “We are always assessing the needs of video and film professionals and what’s required to input, play back and output their media, even as acquisition and delivery formats continue to expand and change. We are very excited by the fact that Avid has selected AJA OEM solutions for its most advanced editing and finishing system.”

“As our customers in primetime television and digital film are rapidly moving to HD-RGB finishing, we need to support higher bit-rate acquisition formats, and higher throughput across their entire workflow,” said Matt Allard, senior product manager at Avid Technology, Inc. “We selected AJA with absolute confidence in their hardware and its ability to enable

flow of high-quality, high-resolution material in and out of the Avid DS Nitris finishing system. We are pleased to be working with the company to help us deliver a very important feature for our customers.”

About Avid

Avid Technology, Inc. is the world leader in digital nonlinear media creation, management, and distribution solutions, enabling film, video, audio, animation, games, and broadcast professionals to work more efficiently, productively, and creatively. For more information about the company’s award-winning products and services, please visit: www.avid.com

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About AJA Video Systems, Inc.

Since 1993, AJA Video has been a leading manufacturer of high-quality and cost-effective digital video interface, conversion and Desktop solutions supporting the professional broadcast and post-production markets. With headquarters in Grass Valley, California, AJA maintains an extensive retail sales channel of dealers and system integrators around the world. For further information, please see our website www.aja.com.

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