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Avid Bundles axle Media Management with Avid NEXIS|PRO

axle Starter™ software included with Avid NEXIS™|PRO storage configurations signals next step in shared storage: integrated tools to swiftly find, use, and share media

Boston, August 17, 2016 / PRNewswire-iReach/ - [axle Video](#), developer of “radically simple” software to manage video and still image media, announced that axle Starter, a new entry-level version of its flagship media management software, is now included with all configurations of the industry-leading [Avid NEXIS™|PRO](#) software-defined storage platform from [Avid®](#). Customers receive a 2-user license for axle Starter software with each Avid NEXIS|PRO purchase, including powerful search and browser-based display, browse, shot selection, annotation, review and approval capability for up to 300,000 assets, along with their purchase of Avid NEXIS|PRO storage.

axle Starter carries a retail value of \$495 and can be upgraded to full 2-user or 5-user license blocks of axle Video’s 2016.2 media management software with Cam media ingest, 1 million asset support, and additional features. axle media management is a particularly good complement to Avid NEXIS|PRO media storage, which targets the production and storage needs of independent professionals and smaller workgroups, and supports all the top media creation applications including [Avid Media Composer®](#), Adobe Premiere Pro and Apple Final Cut Pro X editing systems.

“With the prevalence of high-resolution video, production teams of all sizes need affordable high-capacity, high-performance media storage,” said David Colantuoni, Senior Director of Product Management, Avid. “Avid NEXIS|PRO offers the ability to effortlessly store hundreds to tens of thousands of hours of high res video and support 4k production teams. With axle Starter media management now included with Avid NEXIS|PRO, media professionals can more efficiently find, share, use/reuse and review media stored on Avid NEXIS|PRO.”

“axle Video takes a unique, radically simple approach to media management,” said Sam Bogoch, CEO of axle Video, “and axle Starter provides the simple, yet powerful capabilities customers need to take full advantage of the value delivered by their Avid NEXIS|PRO storage. With its browser-based access to every video, audio, and still image file from any laptop, tablet, or smartphone, axle Starter software complements and adds a new dimension to the excellent value proposition of Avid NEXIS|PRO storage.”

Webinar

Avid and axle Video will be holding a joint webinar at 11AM EDT Wednesday, August 24th to provide details of the joint solutions and describe their benefits, capabilities and configurations. Interested parties can register [here](#).

Price and Availability

axle Starter is available now; priced at \$495 for a 2-user license, and included by Avid in all purchases of Avid NEXIS|PRO storage, effective immediately from Avid and its resellers worldwide.

axle Starter upgrade to 2-user axle 2016 license: \$ 800.

axle Starter upgrade to 5-user axle 2016 license: \$ 2,500.

axle Starter upgrade to 5-user axle Gear license: \$ 4,500.

About axle Video

axle Video (www.axlevideo.com) is the pioneer in developing radically simple software for media management and capture. Its solutions help small to mid-size organizations improve the way they gather, share and archive digital video content, with media management solutions that are easy to install, use and afford. Its radically simple media software uniquely addresses a burgeoning need and has caught on rapidly among video professionals in post-production, education, broadcast, corporate, sports, house of worship, non-profit, advertising-marketing, and

government organizations worldwide. At its introduction, axle Video's software was recognized with the IBC 2012 Best of Show award and at NAB 2013 with the prestigious DV Magazine Black Diamond and Post Picks awards. axle Video is a privately held company; its founders have extensive industry experience in media asset management for creative applications. Learn more at www.axlevideo.com.

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About Avid

Through [Avid Everywhere™](#), Avid delivers the industry's most open, innovative and comprehensive media platform connecting content creation with collaboration, asset protection, distribution and consumption. Media organizations and creative professionals use Avid solutions to create the most listened to, most watched and most loved media in the world—from the most prestigious and award-winning feature films, to the most popular television shows, news programs and televised sporting events, as well as a majority of today's most celebrated music recordings and live concerts. Industry leading solutions include Avid NEXIS™ Pro Tools®, Media Composer®, ISIS®, Interplay®, ProSet and RealSet, Maestro, PlayMaker, and Sibelius®. For more information about Avid solutions and services, visit www.avid.com, connect with Avid on [Facebook](#), [Instagram](#), [Twitter](#), [YouTube](#), [LinkedIn](#), or subscribe to [Avid Blogs](#).

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