



## Lightning fast, high-resolution Avid® effects workflows for Windows®

Combining the latest version of Avid's non-linear editing platform, Media Composer®, with an AMD FirePro™ graphics processor (GPU), helps editors, designers and visual effects artists to work faster and be more productive in any resolution up to 8K without breaking the bank.

As Media and Entertainment industry creatives work with increasingly higher-resolution content, the pressure on a computer's CPU has never been greater. By combining Avid's resolution-independent and market-leading Media Composer video editing software with a high-end professional graphics processing card from AMD, traditional bottlenecks found between the CPU and GPU are reduced thanks to AMD FirePro™ GPUs' ability to take advantage of the full 32GB/s bandwidth of the current PCIe® 3 standard. This enables better application performance and reduces data transfer challenges, aiding overall user productivity.

### Improve performance - be more productive

Working together, AMD's powerful and cost-effective FirePro™ D700 or FirePro™ W-series GPUs combined with Avid's renowned Media Composer deliver great graphics processing performance, helping to enhance the overall productivity of the user so that they can get their job done fast. By offloading some of the processing responsibilities to the GPU, the performance of the Apple Mac Pro or Windows workstation is increased dramatically, allowing the user to work more interactively and be more dynamic, especially when dealing with multi-layered Avid effects shots.

### Use any resolution, at break-neck speed

With the release of version 8.4, Avid Media Composer becomes resolution agnostic, allowing an editor or artist to choose any resolution right up to 8K. To truly benefit from this independence, a dedicated GPU is critical. Thanks to its impressive specs – including 2560 stream processors, 8GB of GDDR5 GPU memory with 320GB/s bandwidth and 4.2 teraflops performance – an AMD FirePro™ W8100 GPU will make your workstation fly when running Media Composer, regardless of the chosen resolution.

### Boost your Windows® workstation

AMD is the only company to offer cross-platform support for Media Composer. Windows-based workstations can make use of an AMD FirePro™ W5100, W7100 or W8100 GPU to ensure super-smooth performance and fast internal image transfer speeds, while Apple Mac Pro users can benefit from the speed and performance offered by an AMD FirePro™ D700.

### Industry:

Media & Entertainment, Broadcast

### Application:

Avid Media Composer v8.4 on Apple Mac Pro or Windows workstations

### Challenges:

- ▲ Overcome slow performance when stacking Avid effects shots
- ▲ Improve rendering speed, transfer rates and playback performance
- ▲ Successfully handle high-resolution footage up to 8K
- ▲ Spend more money on content creation and less on hardware
- ▲ Waste less time: get more done

### Solution:

- ▲ AMD FirePro™ workstation GPUs - the only cross platform graphics solution for Avid Media Composer. The AMD FirePro™ D700 graphics processor for Mac and the AMD FirePro™ W8100, W7100, W5100 graphics processors for Windows are fully optimized, thoroughly tested and officially certified by Avid for use with Media Composer.

### Value Propositions:

- ▲ Optimized and certified for Avid Media Composer v8.4
- ▲ Work quickly and interactively in resolutions up to 8K
- ▲ Handle multiple layers of effects easily and quickly
- ▲ Maximize third-party image processing plug-ins

### The AMD FirePro Advantage:

- ▲ Great price performance
- ▲ Three-year limited warranty and extended availability – Compared to consumer graphics, AMD FirePro™ graphics cards have a planned minimum four-year lifecycle
- ▲ PCIe® 3.0 support across the entire product stack for maximum throughput (32GB/s)
- ▲ Workstation-class customer support – Customers have the ability to contact the AMD technical team directly.
- ▲ Energy efficiency – AMD FirePro™ graphics cards are based on highly efficient GPU technology.

### Spend less on hardware and more on content creation

AMD professional GPUs offer cutting-edge performance at a world class value. When dovetailing with Avid Media Composer, editors and visual effects artists can benefit from the power, speed and performance required to be more productive at a price point that allows more time and money to be dedicated to content creation.

### Make the most of third-party plug-ins

Thanks to Avid's newly introduced AVX API, Media Composer can now benefit from an increasing array of image processing plug-ins. When used in conjunction with the speed and power of an AMD FirePro™ graphics processor, those plug-ins work like lightning, significantly reducing the reliance on the CPU. This keeps the editor or artist working uninterrupted, ensuring creativity and productivity throughout the process and streamlining the image pipeline.

### Benefit from super-fast internal transfer speeds

Making use of 32GByte/s of PCIe® 3 bandwidth - the only professional GPU solutions to feature this capability throughout the current product line - AMD FirePro™ graphics processors help Media Composer avoid the traditional transfer bottleneck found between the CPU and the GPU. The result is transfer speeds that are fast enough to allow for smooth effects work without any stutter. Rendering speeds can also increase, generating files in seconds rather than minutes.



### Conclusion

Fully tested, optimized and qualified by Avid, the unique combination of Avid Media Composer with an AMD FirePro™ graphics processor provides the ultimate solution for media and entertainment professionals who want improved speed and performance and increased productivity.



### Qualified for Avid Media Composer v8.4

	AMD FirePro™ W5100	AMD FirePro™ W7100	AMD FirePro™ W8100
GPU Memory	4GB GDDR5	8GB GDDR5	8GB GDDR5
AMD GCN Stream Processors	768	1792	2560
Compute Performance (Single Precision)	1.43 TFLOPS	3.3 TFLOPS	4.2 TFLOPS
GeometryBoost	Yes	Yes	Yes
Memory Bandwidth	96 GB/s	160 GB/s	320 GB/s
Physical Display Outputs	Four DisplayPort 1.2a	Four DisplayPort 1.2a	Four DisplayPort 1.2
Total Display Outputs with AMD Eyefinity and DisplayPort 1.2a <sup>1</sup>	6	6	6
Genlock/Framelock	No/No	Yes/ Yes	Yes/Yes
3rd-party SDI Support	Yes	Yes	Yes
Ready for 4K (UHD)	Yes	Yes	Yes
System Interface	PCIe 3.0, Single-slot	PCIe 3.0, Single-slot	PCIe 3.0, Dual-slot
OpenGL	4.4	4.4	4.4
Qualified workstations: Dell	Dell Precision Tower 7810, 5810	Dell Precision Tower 7910, 7810	Dell Precision Tower 7910*, 7810*
Qualified workstations: HP	HP Z640, Z440	HP Z840, Z640	HP Z840*, Z640*

\* Special Order Configuration

For more information, visit [in.amdfireprohub.com/solutions/avid/](http://in.amdfireprohub.com/solutions/avid/)

1. AMD Eyefinity technology supports up to six DisplayPort monitors on an enabled graphics card. Supported display quantity, type and resolution vary by model and board design. Mixed monitors of different resolutions are supported by select AMD FirePro™ professional graphics cards. Confirm specifications with manufacturer before purchase. To enable more than two displays, or multiple displays from a single output, additional hardware such as DisplayPort™-ready monitors or DisplayPort 1.2 MST-enabled hubs may be required. A maximum of two active adapters is recommended for consumer systems. See [www.amd.com/eyefinityfaq](http://www.amd.com/eyefinityfaq) for full details.

