

Avid™ Unveils New iProTools Application

Avid Takes Popular Audio Software On The Road

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(BURLINGTON, MA) – Avid Technologies announced that it will soon release iProTools, a mobile version of its popular Pro Tools audio software.

CEO and President Gary G. Greenfield unveiled a prototype of the application at a surprise press conference outside the company's Beijing factory, where peripheral hardware is manufactured for pennies.

Greenfield said that the push to “go mobile” was a reaction to industry pressure to maximize worker productivity.

Avid SVP of Worldwide Marketing Ron Greenberg said the new application was overdue, “Many in the industry spend a lot of time stuck in traffic. It made perfect sense for us to provide a platform so users could spend every waking minute churning out product.”

Though presently limited to the iPhone operating system, Avid sees no reason why the iProTools application can't be easily migrated to other mobile foundations.

“Given the unemployment rate, we can hire desperate programmers to cross-pollinate the mobile Pro Tools application quickly, moreover cheaply,” said Avid VP of Supply and Technology Bruce Young.

Pricing structure has yet to be determined, though Avid did confirm that early purchasers of the iProTools application will receive a discount on the Mobile Production Toolkit Cigarette Lighter Adapter, which normally retails for \$1,300.

