

HP and Avid

Create stunning digital media and entertainment with HP Workstations.



Can you meet your digital media challenges?

It's no secret that the media and entertainment industry is constantly evolving, and the push to deliver better content faster is an everyday challenge. To meet those demands, technology matters—a lot. You need innovative, high-performing, reliable hardware and software tools tuned to your applications so your team can create captivating content, meet tight production schedules, and stay on budget. HP offers an expansive portfolio of integrated workstation hardware and software solutions designed to maximize the creative capabilities of Avid® software. Together, HP and Avid help you create stunning digital media.

The HP Difference

HP Z Workstations are engineered to optimize the way hardware and software components work together, delivering massive, whole-system computational power that helps maximize your productivity and makes creating digital media faster and more efficient than ever before.

Innovation: Enjoy next-generation technology, including the award-winning Z Workstation design, to help you create and visualize even the most complex projects. This revolutionary design brings a tool-less chassis, advanced cooling, and choice of power with up to 90% efficient power supplies. HP DreamColor Technology displays put a billion colors at your fingertips, ensuring what you see is what you get.

Performance: Advanced computational and visualization power help speed your work, beat deadlines, and meet expectations. At the heart of HP Z Workstations are the new Intel® processors with advanced processor performance technologies, and NVIDIA Quadro professional graphics cards with the NVIDIA CUDA parallel processing architecture. Together, these both provide real-time previewing and editing of native, high-resolution footage, including multiple layers of 4K video. Intel® Turbo Boost¹ is designed to enhance the base operating frequency of processor cores, providing more processing speed for single and multi-threaded applications. The HP Z Workstation cooling design enhances this performance.

Reliability: HP product testing includes application performance, graphics, and comprehensive ISV certification for maximum productivity. All HP Workstations come with a limited 3-year parts, 3-year labor, and 3-year onsite service (3/3/3) standard warranty that is extendable up to 5 years.² You can be confident in your HP and Avid solution.

Meet the challenge with HP and Avid

Tackle your toughest creative challenges with the powerhouse combination of HP and Avid working together. Avid is a world leader in digital media creation tools for film, video, music, audio, animation, gaming, and broadcast professionals—as well as aspiring pros. Today, the vast majority of feature films, prime-time TV shows, commercials, and hit music are made using one or more Avid products. When you run Avid audio and/or video applications on HP Z Workstations—which were designed in tandem with Avid engineers—you get an unbeatable technology solution. As a bonus, Avid applications are certified on select HP Z Workstation models to help ensure that they will deploy right out of the gate.

Find the applications you need

Avid pioneered the concept of using a computer to digitally manipulate film, video, audio, and 3D animation. That spirit of innovation continues to this day, with increasingly powerful, integrated solutions that reflect Avid's dedication to quality and a longstanding commitment to empowering the creativity behind the world's most widely recognized media.

HP recommends Windows.

Professional audio editing

Pro Tools|HDX and Pro Tools|HD Native—Serious professionals in top music studios, post-production and broadcast facilities, editing suites, and mobile production trucks worldwide use Pro Tools® more than any other digital audio solution available. The Pro Tools|HDX system offers amazing sound quality and up to 5x more dedicated DSP power than its predecessor to handle the most demanding productions with ease. And the unmatched native performance of Pro Tools|HD Native—now available as a Thunderbolt interface or PCIe card—makes delivering top-quality productions more affordable than ever.

Pro Tools 10—Pro Tools personal studio systems, including Mbox® and Fast Track® family interfaces and Eleven® Rack, offer everything you need to create music affordably with professional results. These solutions range from standalone software and studio-quality audio interfaces that come bundled with Pro Tools or Pro Tools Express to a unique guitar-driven recording interface and portable setups small enough to fit in your pocket. And the added flexibility of running Pro Tools 10 standalone on HP Z Workstations gives you the freedom to create the way you want.

Professional video editing

Media Composer—If you're a creative editor, you want an editing tool that simplifies storytelling while helping you track your project, organize your media, and navigate trouble spots. That's why so many professionals trust their best ideas to Media Composer®. Unsurpassed creative tools, rock-solid media management, and robust interoperability make Media Composer the most powerful editing solution available.

Symphony—Offering all of the same features and tools of Media Composer, plus Boris Continuum Complete, advanced color correction, and flexible mastering options, Avid Symphony™ delivers everything you need for full editorial and mastering. Pair it with the optional Nitris® DX or Mojo® DX high-performance video interface and you have the power you need for multi-stream real-time playback and effects, so you can satisfy creative needs and meet any deadline. Or get the Symphony Artist bundle, which includes Nitris DX and the Avid Artist Color control surface, enabling you to accelerate color correction—hands-on—for the most efficient film and TV finishing.

Newsroom

NewsCutter—Editing breaking news stories relies on fast thinking, accuracy, and teamwork. Designed for high-pressure broadcast news editing, NewsCutter® video editing software gives you all the tools you need to deliver award-winning news packages—from the field or in the newsroom. Tight integration with newsroom automation systems, playout servers, and collaborative production workflows make NewsCutter software the ideal storytelling tool for independent stations and worldwide media organizations alike.

Professional tools demand workstation power

HP Z Workstations are designed, tested, and built for Avid users looking for high performance and extreme stability. HP does this with features that include:

- Multi-core³ Intel® Xeon® processors
- Professional graphics cards from NVIDIA
- Microsoft Windows operating systems
- Expanded I/O and massive storage
- Fast, reliable memory
- EPEAT® Gold-rated and ENERGY STAR®-qualified configurations

“These new HP Z Workstations will empower our PC-based customers to push the limits of their creativity by providing a powerful and flexible platform that can handle the rigors of complex editing and effects—allowing them to produce the best end result each time.”

—Ken Miles,
Senior Director; Corporate Development, Avid



HP and Sunny Levine – Alekesam Music Project

WATCH

https://www.youtube.com/watch?v=Q6h_21qWdfk



Gain more value with HP workstations

The HP commitment to innovation and solutions excellence combined with HP's relationship with Avid provide you with a professional edge.

Meet the HP Workstation family

Combining bold design and world-class engineering, the HP Workstation family takes innovation, performance, and reliability to the next level—to give you and your business a competitive edge. Select HP Z Workstations are tested and certified for Avid applications, helping ensure powerful, dependable performance. HP Z Workstations deliver enhanced workstation performance with the latest Intel processors with Intel® Turbo Boost² and Hyper-Threading³ technologies, in a very affordable package that transforms the way digital media and entertainment professionals work. The next-generation system architecture enables fast and efficient performance while built-in HP reliability helps you work more productively and get the job done faster.

HP Z820 Workstation

[Our ultimate workstation. >>](#)

The HP Z820 Workstation delivers the ultimate performance in a revolutionary next-generation design that accelerates even the biggest, most complex digital media and entertainment projects. This high-end workstation offers the maximum in dual-socket performance, data storage, and expandability available in the HP Z Workstation line and is ideal for power users of Pro Tools|HD systems, Media Composer, NewsCutter, and Symphony.

HP Z420 Workstation

[Performance you want. Value you need. >>](#)

The HP Z420 Workstation is ideal for digital media and entertainment professionals who need the maximum in single-socket processor power. Media Composer and Pro Tools|HD Native users will find this as their mainstream workstation. It combines ECC memory to handle large files, as well as the full range of 3D professional graphics and the latest Intel processors.

HP Z220 Workstation

[Our most affordable workstation. >>](#)

The HP Z220 Workstation delivers excellent performance and was designed with Media Composer and Pro Tools users in mind, providing the workstation power for video and audio professionals to design and edit. It provides ECC memory for larger files and is expandable up to mid-range graphics for even more 3D performance capability.

HP Mobile Workstations

[Mobility for life. >>](#)

The HP EliteBook 8770w Mobile Workstation redefines power on the move, combining the best in visualization and computational power with a 17-inch diagonal display for HP's high performance mobile workstation. This mobile workstation offers reinforced latches and durable construction in a lightweight form factor that is designed to meet tough military standards (MIL-STD 810G),⁵ making it a great tool for professionals on the go. The choice of an HP DreamColor display enables true color visualization in addition to top performance for Avid audio and video applications.

HP Performance Series Displays

[Stunning at every angle. >>](#)

HP Performance Displays are engineered to outperform, so you can create with striking visual results. These displays deliver maximum image performance and accuracy, thanks to vivid IPS panels, 178-degree viewing angles, and up to 1,000:1 contrast ratio of mainstream displays, with top end resolutions. They also offer 30-bit panels (over 1 billion colors)⁶ for outstanding visualization. With the DreamColor engine, HP delivers color-consistent control from start to finish on a project, both when mobile or in the edit suite. DreamColor displays on both Z and mobile Workstations feature an easy dial in preset for seven color spaces. Rec. 709 preset now comes standard on all performance displays.

HP Performance Advisor

[The built-in workstation guru. >>](#)



HP Performance Advisor delivers a simple, effective way to keep your HP Workstation operating at its peak potential. Like having an IT pro always on hand, this helpful software wizard can take you from initial configuration and customization through the optimization of your system for each new application and driver you install.

“High performance, reliability, and enhanced productivity are critical requirements for all of our customers, who are constantly working under rigid deadlines.”

—Dana Ruzicka,
Vice President of Segment Marketing, Avid

HP recommends Windows.

HP recommendations

Avid products

Avid Media Composer 6.5	Get the tools and workflows you need for professional film and video editing
Avid Symphony 6.5	Get the tools and workflows you need for professional editing, color, and mastering
Avid NewsCutter 10.5	Get the tools and workflows you need for complete news and field editing
Avid Pro Tools HDX	Experience powerful recording and mixing with the fastest, best sounding digital audio workstation
Avid Pro Tools HD Native	Experience the highest performance and lowest latency from a host-based DAW
Avid Pro Tools 10	Record, edit and mix with the industry-standard music and audio production software
Avid Pro Tools Express	Get many of the same features of Pro Tools bundled at no extra cost with Mbox interfaces
Avid Pro Tools SE	Dive into music creation with a core set of tools in a simplified interface

HP Z Workstations

HP Z820	Ultimate multi-core workstation for performance and expandability
HP Z420	Performance you want, value you need
HP Z220 CMT	Most affordable workstation performance
HP Z220 SFF	Smallest form factor

HP Mobile Workstations

HP EliteBook 8770w	17" diagonal and HP's highest performance with DreamColor for mobile production
HP EliteBook 8570w	15" diagonal and HP's newest, most versatile price and size with DreamColor display

HP Performance Displays

HP DreamColor LP2480zx 24"	Switch between several factory-calibrated color space presets—including sRGB, AdobeRGB, Rec. 709, and DCI-P3—and over 1 billion colors
HP ZR30w S-IPS LCD 30"	30" diagonal with 4.1 million pixels and over 1 billion colors
HP ZR2740w LED Backlit LCD	27" diagonal with 2560x1440 resolution and over 1 billion colors
HP ZR2440w LED Backlit LCD	24" diagonal with 1920x1200 resolution

Learn more

hp.com/go/avid and hp.com/zworkstations

- 1 Enabling Intel® Turbo Boost Technology (Intel® TBT) requires a PC with a processor with Intel TBT capability. Intel TBT performance varies depending on hardware, software, and overall system configuration. For more information, see intel.com/technology/turboboost.
- 2 Limited three-year Mon-Fri 8-5 next business day, parts, labor and 24x7 phone support, terms and conditions may vary. HP Care Pack Services extend service contracts beyond the standard warranties. Service starts from date of hardware purchase. To choose the right level of service for your HP product, use the HP Care Pack Services Lookup Tool at hp.com/go/lookuptool. Additional HP Care Pack Services information by product is available at hp.com/go/carepacks. Service levels and response times for HP Care Packs may vary depending on your geographic location.
- 3 Multi-core technologies are designed to improve performance of multithreaded software products and hardware-aware multitasking operating systems and may require appropriate operating system software for full benefits; Not all customers or software applications will necessarily benefit from use of these technologies.
- 4 Intel HT Technology (HT) is designed to improve performance of multi-threaded software products and requires a computer system with a processor supporting HT and an HT-enabled chipset, BIOS, and operating system. Please contact your software provider to determine compatibility. Not all customers or software applications will benefit from the use of HT. See intel.com/info/hyperthreading for more information.
- 5 Testing was not intended to demonstrate fitness for DOD contracts requirements or for military use. Test results are not a guarantee of future performance under these test conditions.
- 6 1.07B colors through A-FRC technology

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