

SAN DIEGO, CA, August 21, 2014 **/24-7PressRelease/** -- Video plugin technology company NewBlue, Inc. today announced that versions of Titler Pro, their popular video titling software, are now shipping with all [Avid Media Composer | Software](#) subscription and Avid Media Composer | perpetual license products. The NewBlue Titler Pro plugins expedite the creation of 3D and 2D titling, lower 3rds (thirds) and video end credits.

Consistent with NewBlue's product line of video effects plugins, NewBlue Titler Pro integrates seamlessly into Media Composer | Software, providing a streamlined tool for designing and applying titles of all styles and forms. From broadcast TV to the newsroom, the combination of Media Composer | Software and Titler Pro provides editors with a powerful combination of tools at their disposal to reduce post-production time.

"We're pleased to partner with Avid, providing their customers with our sophisticated titling tool - Titler Pro," said Todor Fay, CEO of NewBlue. "Titler Pro allows customers to design beautiful 2D and 3D titles, efficiently and effectively."

"The addition of Titler Pro to Avid Media Composer | Software is part of our continual commitment to giving customers access to industry-standard tools that empower them to bring their creative visions to life," said Matt Feury, director of pro video segment and marketing for Avid. "Titler Pro delivers high-quality results within an Avid workflow, enabling them to create compelling titles in a familiar environment."

About NewBlue, Inc.

NewBlue, Inc. makes video look amazing by offering video enhancement tools and technologies that make artistic expression easier, faster, and more intuitive than ever. Founded in 2006, its NewBlueFX product line includes 14 video effects collections, 6 video transition collections, the Titler Pro titling solution, the primary and secondary color corrector, ColorFast, and 5 audio effects products boasting over 1500 presets in over 250 distinct video and audio plugins. NewBlueFX integrate seamlessly with the industry's best non-linear video editors, including Adobe Premiere Pro, Apple Final Cut Pro, Avid Media Composer, Sony Vegas Pro, and Grass Valley EDIUS. NewBlue is a privately-held company headquartered in San Diego, California, home of the world's best weather and video effects software company.

Learn more: <http://www.newbluefx.com/>

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 for the most listened to, most watched and most loved media in the world--from the most prestigious and award-winning feature films, music recordings, and television shows, to live concerts and news broadcasts. Industry leading solutions include Pro Tools, Media Composer, ISIS, Interplay, and Sibelius. For more information about Avid solutions and services, visit www.avid.com , connect with Avid on [F](#)

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