



Special Pro Tools Offers from Westlake Pro

Digidesign Audio Stimulus Package

The following promotions, trade-ins, and special offers that will be available *from October 1, 2009 to December 18, 2009.*

- **Save up to 54% off List price on Pro Tools|HD**
- **Free MassivePack 8 plug-in bundle with Pro Tools|HD core system (HD1, HD2, or HD3)**
- **ProControl Users: Save up to 27% on ICON D-Control ES or D-Command ES**

Pro Tools|HD Promotion

Gain Performance and Savings When You Move from Pro Tools LE to Pro Tools|HD

Offer Details

As part of the Digidesign/Avid *Raise Your Level* campaign, all registered Pro Tools LE system owners (except Mbox 2 Micro owners) can exchange their system towards a Pro Tools|HD core system with an audio interface at extraordinary savings of up to 54% off retail.

Benefits/Why Upgrade

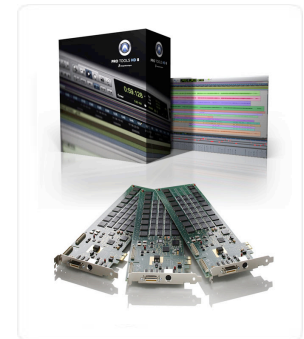
There has never been a better opportunity for Pro Tools LE owners to upgrade from their Mbox, Mbox 2, Mbox 2 Mini, Mbox 2 Pro, Digi 001, Digi 002, Digi 002 Rack, 003, 003 Rack, or 003 Rack+ system to the power, performance, and quality of Pro Tools|HD. With Pro Tools|HD, customers can create bigger mixes, expand to higher channel counts, and use more tracks. And to ensure that they have enough power to run these expanded mixes, Pro Tools|HD provides dedicated DSP processing to ensure the lowest latency and highest TDM plug-in processing power.

Competitive Messaging

For composers, engineers, and artists who have outgrown the performance of their native DAW, Pro Tools|HD is the only DAW that performs consistently no matter how strenuous the job. When using native DAWs, your system performance deteriorates incrementally the more you demand of it. Unlike native DAWs that rely solely on the CPU to do all the computations, Pro Tools|HD provides dedicated DSP to do the heavy lifting, so it always delivers peak performance when you need it most.

Order Details

Move up from a Digidesign Pro Tools LE system to Pro Tools|HD system and save up to 54% on the retail price of a new HD Core system during the promo period. Plus receive a new HD interface at no charge!



LE Family Products to HD Description	Part Number	Currency	Retail Price of HD Product	Combined Promotion Exchange Price:	Combined Savings	
001 Mbox Family to HD1	9935-38544-09	US\$	\$ 7,995			Call Today
	+			\$ 5,995	40%	
PLUS FREE 96 I/O	9900-28266-00	US\$	\$ 1,995			
001 Mbox Family to HD2	9935-38545-11	US\$	\$ 10,995			Call Today
	+			\$ 7,895	47%	
PLUS FREE 192 I/O	9900-29374-00	US\$	\$ 3,995			
001 Mbox Family to HD3	9935-38546-12	US\$	\$ 13,995			Call Today
	+					
PLUS FREE 192 I/O	9900-29374-00	US\$	\$ 3,995	\$ 10,996	43%	
PLUS FREE 192 A/D Card	9900-28179-00	US\$	\$ 1,295			
002/003 family product to HD1	9935-38544-06	US\$	\$ 7,995			Call Today
	+			\$ 4,995	50%	
PLUS FREE 96 I/O	9900-28266-00	US\$	\$ 1,995			
002/003 family product to HD2	9935-38545-08	USD \$	\$ 10,995			Call Today
	+			\$ 6,895	54%	
PLUS FREE 192 I/O	9900-29374-00	USD \$	\$ 3,995			
002/003 family product to HD3	9935-38546-09	USD \$	\$ 13,995			Call Today
	+					
PLUS FREE 192 I/O	9900-29374-00	USD \$	\$ 3,995	\$ 9,995	48%	
PLUS FREE 192 A/D	9900-28179-00	USD \$	\$ 1,295			

Product Specific Requirements

Customers must be registered LE owners as of start date of promo (10/1/09) to qualify.

This promotion applies only to the following qualifying products (the Mbox 2 Micro does not qualify):

- Mbox (Original)
- Mbox 2
- Mbox 2 Mini
- Mbox 2 Pro
- Digi 001
- Digi 002 Rack
- Digi 002
- 003 Rack
- 003 Factory
- 003 Rack + Factory

Fulfillment Details for HD Hardware Exchanges

Pro Tools HD Hardware Exchanges are only available as special orders. They may not be fulfilled from existing inventory.

Orders must include the customer's name, business name (if applicable), address, and phone number. Customers should be registered for the gear they are trading in. In the event that Customers are not registered, to register equipment, customers should contact Customer Service (Americas: 650.731.6198) and provide a proof of purchase through the original registration card or a dated dealer sales invoice/receipt that includes the hardware serial number. Customers should fax their proof of purchase to Customer Service (Americas: 650.930.2855).

Customer's trade-in hardware must be returned to Avid.

Failure to return the original hardware will result in being billed for the difference between the exchange price and retail price of the new equipment.

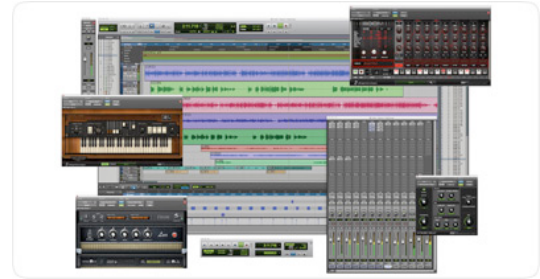
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MassivePack Promotion

Get the Most In-Demand Plug-ins Free with Pro Tools|HD

Offer Details

From October 1, 2009 – December 18, 2009, customers purchasing a Pro Tools|HD core system (HD1, HD2, or HD3) will receive a free MassivePack 8 plug-in bundle.



Benefits/Why Upgrade

MassivePack includes 11 of the industry's most cherished software plug-ins, plus 12 additional plug-ins of the customer's choice, at savings of up to US\$11,105 off the retail price of the plug-ins (if purchased separately). Customers purchasing new Pro Tools|HD core systems can now hit the ground running with a great collection of some of the most used, best-sounding plug-ins available.

Competitive Messaging

When you're in your creative zone, the last thing you need is to be held back by an exhausted DAW failing to keep up with you. For composers, engineers, and artists who have outgrown the performance of their native system, Pro Tools|HD is the only DAW that performs consistently no matter how strenuous the job. With Pro Tools|HD, not only are customers getting the most powerful DAW in the world, but they'll also get a collection of some of the most used, most loved plug-ins in the industry absolutely free with their purchase this quarter.

Order Logistics

Purchase any Pro Tools HD 1, 2 or 3 Core System and order Massive Pack 8 at no charge.

Part Number	Description	Currency	List Price	Promotion Price
9910-61762-00	Massive Pack 8	US\$	\$ 1,295	\$0

Product Specific Requirements

Only One Massive Pack 8 per qualifying HD Core system allowed per order. This promotion is for NEW core system sales only; customers upgrading to HD from a legacy system or on the LE to HD promotion do not qualify for this program. Qualifying products include:

- Pro Tools|HD 3 Accel for PCIe (9930-38546-00)
- Pro Tools|HD 2 Accel for PCIe (9930-38545-00)
- Pro Tools|HD 1 for PCIe (9930-38544-00)
- Pro Tools|HD 3 Accel (9930-31940-00)
- Pro Tools|HD 2 Accel (9930-31937-00)
- Pro Tools|HD 1 (9930-29447-00)

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ICON Promotion

Got ProControl? Gain Unrivaled Control with ICON and Save



Offer Details

Customers who move up from any ProControl console to an ICON D-Control ES or D-Command ES console will get a higher trade-in value, saving them up to 27% off standard exchange pricing. This promotion is only available to registered ProControl owners who trade in their old console towards a new ICON console.

Benefits/Why Upgrade

Customers will gain unrivaled control of Pro Tools, plus extended functionality, enabling them to work faster, more creatively, and in the ways they want. While other consoles may offer rudimentary access to your mix, only ICON offers the deep integration, workflows, and extreme flexibility that make ICON a true extension of Pro Tools. With Avid's unique trade-in program, customers can always stay ahead of the pack, ensuring that their workflows are still relevant in today's market. And with this quarter's promo (a pick-up from the promo introduced in Q3), ProControl owners not only benefit from great savings on a new ICON console with their trade-in, but they'll save even more compared to standard exchange pricing.

Competitive Messaging

ICON is the *only* integrated console for Pro Tools|HD. Other consoles create unnecessary complexity in recalling mixes and automation because they function separately from the Pro Tools environment. ICON offers seamless integration with Pro Tools and delivers effortless and complete recall of your entire session because it's a full extension of the Pro Tools software. While some controllers offer rudimentary control of your mix, no other console or controller offers the control or performance you get with unique ICON features such as custom faders, plug-in mapping, and VCA spill.

Part Number	Description	Currency	List Price if Purchased without Exchange	Exchange/ Promo Price	Dealer Price
9935-57979-03	ProControl Main plus 1 Fader Pack or 1 Edit Pack to D-Control ES Base Configuration + Surround Panner	US\$	\$ 71,990	\$ 53,595	Call Today
9935-57979-21	ProControl Main + 1 Fader Pack + Edit Pack to D-Control ES 32 with Surround Panner	US\$	\$ 104,990	\$ 76,695	Call Today
9935-58789-11	ProControl Main + 1 Fader Pack or 1 Edit Pack to D-Command ES 24	US\$	\$ 31,995	\$ 24,995	Call Today
9935-58789-13	ProControl Main + 3 Faders or 2 Faders + Edit pack to D-Command ES 40 + Panner	US\$	\$ 48,490	\$ 37,495	Call Today

Product Specific Requirements

This promotion applies only to the following products:
(See Description column in table above)

Fulfillment Details for ICON Hardware Exchanges

Pro Tools JHD Hardware Exchanges are only available as special orders.

Customer Orders must include the customer's name, business name (if applicable), address, and phone number. Customers should be registered for the gear they are trading in. In the event that Customers are not registered, to register equipment, customers should contact Customer Service (Americas: 650.731.619) and provide a proof of purchase through the original registration card or a dated dealer sales invoice/receipt that includes the hardware serial number. Customers should fax their proof of purchase to Customer Service (Americas: 650.930.2855).

Regarding the old ProControl hardware, customers will need to provide proof that the ProControl Main, Fader Pack or Edit Pack that the Customer is trading in has been scrapped or decommissioned. This should be done by removing vital parts which could be in the form of the power supply, logic board or other component that renders the ProControl Main, Fader Pack or Edit Pack inoperable. This proof must be provided to Avid Order Management within 30 days of shipment of the exchange.

Failure to provide proof that the return hardware has been scrapped or decommissioned will result in being billed for the difference between the exchange price and retail price of the new equipment.

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