

THE AVID MISSION



Every player remembers their first cue. A first cue is a special experience for a billiards player, it solidifies a player's commitment to the game, and to the pursuit of expanding and improving their skills as a player. At the onset, this relationship between a player and their first cue is special, but just as the name reflects, other cues are expected to follow. As a player's skill and performance preferences become more defined, they ultimately excel beyond the limits of their initial equipment.

With this very common path to higher performing cues in mind, Cuetec engineers set out to completely re-define the entry-level, enthusiast cue market. Their solution was to create a platform that was feature-packed and performance-focused, allowing players the ability to grow and upgrade with their equipment. Players of every skill level could now recognize their full potential with little more than their "first cue." Today that vision has joined with Cuetec's more than thirty years of experience perfecting glass bonding technology, leading to the arrival of the all-new Cuetec AVID platform.

The AVID platform is far more dynamic than any singular engineering or performance attribute. From the AVID shaft's laminated tip to its patent-pending low-deflection construction, to the all-new AVID Level-Line butt taper, each and every component of the AVID experience was created to exceed player expectations. With forward thinking features like the second generation Acueweight adjustment system and compatibility with the upcoming ultra-light Duo Smart Extension set, the AVID platform was designed for tomorrow.

AVID cues offer performance that exceeds those of cues costing hundreds, if not thousands of dollars more.