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Middlesex University Adopts Avid NEXIS For Cutting-Edge Education Infrastructure

The Faculty of Arts and Creative Industries gives students access to a media environment mirroring real-world production facilities to help prepare them for success in their future careers

BURLINGTON, Mass., March 16, 2017 (GLOBE NEWSWIRE) -- Avid® (Nasdaq:AVID) today announced that the Faculty of Arts and Creative Industries at Middlesex University, an internationally recognized higher education institution in London, has invested in Avid NEXIS™, the first and only software-defined storage platform designed specifically for storing and managing media. Powered by the MediaCentral® Platform, the industry's most open, tightly integrated and efficient platform designed for media, Avid NEXIS provides the reliability, performance and scalability that the faculty needs to support the expanding department and prepare graduates for success in the media industries.

The newly formed faculty offers a range of undergraduate and post-graduate courses ranging from VFX, game design, film, TVP to graphics and photography, to name a few. Replacing an aging storage system, the faculty, and its wide range of stake holders, has invested in Avid NEXIS | E4 and Avid NEXIS | E2 systems, with the addition of a System Director Appliance, for the flexibility to support the expanding and varied needs of the media asset management used by students and staff alike.

"With Avid NEXIS we have a reliable, high-performance and scalable central storage platform to support our curriculum," said Daniel Sosnowski, Faculty Technical Manager at Middlesex University. "Avid NEXIS has received an overwhelmingly positive response from the industry and will now offer our students first-hand experience using systems that mirrors real-world production facilities, dramatically increasing their employability potential."

As a longstanding member of Avid's preeminent customer community, Middlesex University relies on Avid's comprehensive tools and workflow solutions to create, distribute and optimize media, including Avid Interplay® | Production for asset management, which enables students and faculty to access Avid NEXIS remotely, eliminating the need to provide every student with a USB drive.

Since implementing Avid NEXIS, the faculty at Middlesex University has already seen notable workflow improvements, with Sosnowski also adding, "The new storage system has eliminated the infrastructure silo between our TV production and digital media workshops, and enables us to extend our participation in the Avid Learning Partner program."

"At Avid, we've continuously strived to develop the most comprehensive solutions to support students and education facilities. With the most flexible deployment options and commercial structures, Avid enables educational institutions to give students access to the industry's most advanced solutions and future proof their workflows," said Jeff Rosica, president, Avid. "By investing in Avid NEXIS, Middlesex University can give students practical experience in a media environment that mirrors real-world production facilities to prepare them for success in their future media careers."

About Avid
Through Avid Everywhere™, Avid delivers the most open and efficient media platform, connecting content creation with collaboration, asset protection, distribution and consumption. Avid's preeminent customer community uses Avid's comprehensive tools and workflow solutions to create, distribute and monetize the most watched, loved and listened to media in the world—from prestigious and award-winning feature films, to popular television shows, news programs and televised sporting events, and celebrated music recordings and live concerts. With the most flexible deployment and pricing options, Avid's industry-leading solutions include Pro Tools®, Media Composer®, Avid NEXIS™, Interplay®, ProSet™ and RealSet™, Maestro™, PlayMaker™, and Sibelius®. For more information about Avid solutions and services, visit www.avid.com, connect with Avid on Facebook, Instagram, Twitter, YouTube, LinkedIn, or subscribe to Avid Blogs.

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