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## Avid VENUE | S6L Gains Momentum in Lebanon

### Leading Lebanese live sound companies invest in Avid's award-winning live sound console to meet the challenges of the most demanding and complex tours and events

BURLINGTON, Mass., May 22, 2017 (GLOBE NEWSWIRE) -- [Avid®](#) (Nasdaq:AVID) today announced growing demand for the award-winning [Avid VENUE | S6L](#) live sound system in Lebanon. Leading live sound companies in the country have invested in VENUE | S6L to deliver the superior sound quality, flexibility and reliability they need for a wide range of live sound productions.

Avid recently appointed Litewaves S.a.r.l. as its approved live sound and pro audio partner for Lebanon. With over 25 years of experience in the live sound sector as a sales and rental house, the Beirut-based company has added Avid's comprehensive live sound tools and workflow solutions to its portfolio, including the Avid VENUE | S6L, Avid VENUE | S3L and SC-48 consoles.

"We've worked with Avid VENUE live sound systems for many years based on their reputation among our customers for excellent sound quality, flexibility, convenience and reliability," said Fadi Haddad, Managing Partner, Litewaves. "Exceptional demand for VENUE | S6L among leading live sound engineers makes it a very attractive investment for live sound companies."

One of Litewaves' first customers to invest in Avid VENUE | S6L is Blue Sound s.a.l. Company, a leading rental company that provides state-of-the-art sound engineering services for live events, festivals, music concerts, and broadcast TV.

"We chose VENUE | S6L based on its superb sound quality, flexibility and the ability to install any plugins directly in the console," said Shady Saad, partner and general manager at Blue Sound Company. "It's also a very familiar system for live and studio sound engineers, enabling them to jump right onto the system."

Blue Sound Company has already put Avid VENUE | S6L to use on a number of high-profile projects, including a concert at the presidential palace in Baabda, near Beirut.

"The groundbreaking VENUE | S6L system continues to attract significant demand from our preeminent community of live sound customers all over the world," said Tom Cordiner, Senior Vice President of Global Sales at Avid. "VENUE | S6L is setting a new benchmark for live sound in Lebanon, delivering cutting-edge workflows and unparalleled processing power to meet the challenges of the most demanding productions."

VENUE | S6L is a fully modular, scalable live sound mixing system that delivers best-in-class functionality for a range of live sound mixing applications, including front-of-house, monitor, broadcast, theater, and more. Featuring modern, touchscreen workflows and the industry's most advanced live sound engine, VENUE | S6L offers unprecedented power to easily handle large, complex tours and events. Thanks to tight integration with industry-standard [Pro Tools®](#), Avid VENUE | S6L functions as the perfect front-end to the [Avid MediaCentral™ Platform](#), the most open, tightly integrated and efficient platform designed for media.

#### 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](http://www.avid.com), connect with Avid on [Facebook](#), [Instagram](#), [Twitter](#), [YouTube](#), [LinkedIn](#), or subscribe to [Avid Blogs](#).

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