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Avid Ushers in Next Phase of Avid Everywhere with Sweeping and Groundbreaking Innovations

Avid unveils major advancements across all product suites and extends MediaCentral Platform into the cloud, showcases end-to-end 4K/IP workflows, enhances immersive workflows and expands Alliance partner ecosystem--delivering innovations for students and aspiring artists, educational institutions, creative professionals and media enterprises

LAS VEGAS, April 22, 2017 (GLOBE NEWSWIRE) -- **AVID CONNECT** -- Avid® (Nasdaq:AVID), a leading global media technology provider for the creation, distribution and monetization of media assets for global media organizations, enterprise users and individual creative professionals, today announced a broad and sweeping set of innovations for the Avid MediaCentral® Platform. As the next phase of Avid Everywhere™, the company is extending the Avid MediaCentral Platform to the cloud, showcasing end-to-end 4K/IP workflows, enhancing immersive workflows, and expanding the Alliance Partner ecosystem, with major advancements across all product suites. Avid will showcase these innovations at the Avid booth during NAB 2017 (Booth #SU902).

"After four years of intensive effort and unyielding dedication, we've completed the transformation of Avid Everywhere from vision to reality," said Avid Chairman and CEO Louis Hernandez, Jr. "Now we're turning our attention to accelerating the pace of innovation—a key part of which involves extending media production to the cloud—to address the most critical challenges facing our customers."

Today's announcements include:

⌐ **Extending MediaCentral to the cloud**
With new cloud-based applications, media services and infrastructure on demand, media organizations can capitalize on the efficiency, agility, flexibility and scalability that the cloud facilitates. To enable continued cloud innovation, Avid announced Microsoft as its preferred public cloud partner.

⌐ **New services on the MediaCentral Platform**
Avid Dialogue Search™ provides a scalable search platform enabling users to locate clips based on spoken words or phrases across archives, media asset management systems and production asset management systems, while Avid Illuminate™ provides a file-based quality assurance system for verifying captions, video descriptions and languages.

⌐ **Avid brings native Dolby Atmos mixing to Pro Tools® | HD and S6**
With deep integration of Dolby Atmos in Pro Tools, audio post professionals can now create massive multichannel mixes more easily in the industry's leading immersive audio format for movies, TV shows, music, and video games.

⌐ **Avid Artist | DNxIQ™ accelerates video workflows**
With this powerful new video interface's extensive format support, from SD to 4k and Universal Mastering, video professionals can quickly and easily respond to changing content demands and deliver to a wider range of channels and devices.

⌐ **Free version of industry standard Media Composer® for aspiring artists**
Avid Media Composer | First gives aspiring creative professionals, students, and those just starting their professional careers free access to the same creative tools used by the world's most successful filmmakers and television program creators.

⌐ **Furthering commitment to education**
The new Avid Media Campus program offers a deeper partnership with Avid, and flexible volume licensing and deployment options, to help educators better prepare the next generation of creative talents and media professionals for careers in the media and entertainment industry.

⌐ **Avid showcases new 4K/UHD collaborative workflows**
Avid is showcasing a technology preview of next-gen server technology to enable media professionals to expand into

new end-to-end 4K/UHD workflows for live sports and news production.

ₗ **Avid NEXIS^{TM} intelligent media storage enhancements**
Avid NEXIS now offers greater bandwidth scalability and extended workflows with Pro Tools, empowering creative teams with even better speed, efficiency, and collaboration.

ₗ **EVS Alliance partnership**
New IPLINK for Avid MediaCentral | UX enables Avid users to browse, search, and work with EVS media on the MediaCentral platform in live sports, news, and entertainment workflows.

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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