



April 22, 2017

## Avid Unveils Media Composer | First—A Free Version of the Industry- standard Video Editing System

**Fully featured video editing solution will enable anyone to create professional-quality videos for free, based on the same creative tools that the industry's top professionals rely upon**

LAS VEGAS, April 22, 2017 (GLOBE NEWSWIRE) -- **AVID CONNECT** — [Avid](#)<sup>®</sup> ([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 the upcoming availability of [Avid Media Composer](#)<sup>®</sup> | [First](#), a free version of the industry-standard video editing system. Media Composer | First is a brand new, fully featured video editing solution that provides aspiring creative professionals, students, and those just starting their professional careers with free access to the same creative tools used by the most successful and acclaimed filmmakers and television program creators in the world. And because it's powered by the Avid [MediaCentral](#)<sup>®</sup> Platform, "First" users can also easily connect and collaborate with other aspiring creative and media professionals through the [Avid Artist Community](#). Avid will showcase Media Composer | First at the Avid booth during NAB 2017 (Booth #SU902).

"It can be really difficult for up-and-coming filmmakers, television program creators and digital media producers to get access to the right tools to tell their stories in a compelling way. Consumer applications are fun to play with but will only take you so far," said Dana Ruzicka, chief product officer, Avid. "With Media Composer | First, we're giving any aspiring creative pros access to the same tools used by top industry professionals—for free! And with access to the Avid Artist Community, First users can connect with other aspiring creatives and media professionals, collaborate and get their work out there for others to see."

Media Composer | First provides users with a comprehensive yet simple-to-use editing toolset with many of the same features and functionality that award-winning [Media Composer](#) editors rely on, in a new powerful, streamlined interface. With four video tracks, eight audio tracks, and a host of built-in visual effects, transitions, color correction presets and titling templates, users can quickly cut together layers of video, dialog, music and sound effects to produce captivating, professional-quality video content. Media Composer | First also allows easy sharing, with easy publishing to popular social media channels including YouTube, Vimeo and Facebook.

"I've worked with other tools, but Avid's model is the most efficient by far," said Emmy<sup>®</sup> Award-winning editor, Stuart Bass, ACE (*The Office*, *Arrested Development*, *Pushing Daisies*). "Learning Avid's industry-standard tools has been essential in making me the successful editor that I am today."

Avid's vibrant Artist Community, an online community designed to foster creative connections and professional opportunities, together with Media Composer | First and [Pro Tools](#)<sup>®</sup> | [First](#), enables emerging creative and media talent to more easily connect, fostering creative and professional growth and opportunities.

### Availability

Avid Media Composer | First will be available in June 2017 as a free software download through the [Avid website](#).

### About Avid

Through [Avid Everywhere](#)<sup>™</sup>, 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<sup>®</sup>, Media Composer<sup>®</sup>, Avid NEXIS<sup>™</sup>, Interplay<sup>®</sup>, ProSet<sup>™</sup> and RealSet<sup>™</sup>, Maestro<sup>™</sup>, PlayMaker<sup>™</sup>, and Sibelius<sup>®</sup>. 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](#).

© 2017 Avid Technology, Inc. All rights reserved. Avid, the Avid logo, Avid Everywhere, Interplay, MediaCentral, Media Composer, Pro Tools, and Sibelius are trademarks or registered trademarks of Avid Technology, Inc. or its subsidiaries in

*the United States and/or other countries. The Interplay name is used with the permission of the Interplay Entertainment Corp. which bears no responsibility for Avid products. Emmy and the Emmy statuette are registered trademarks of ATAS/NATAS. All other trademarks are the property of their respective owners. Product features, specifications, system requirements and availability are subject to change without notice.*

PR Contact:

Avid

Sara Griggs

sara.griggs@avid.com

+1 310-907-6909