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Top College Athletic Programs Choose Avid Sports Solutions

Many leading NCAA sports organizations rely on Avid solutions to power efficient in-stadium and broadcast media content production

BURLINGTON, Mass., Aug. 24, 2017 (GLOBE NEWSWIRE) -- [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 that dozens of top National Collegiate Athletic Association (NCAA) colleges have deployed Avid's comprehensive tools and workflow solutions to create and manage content for in-stadium display, broadcast TV and online outlets. Powered by the [MediaCentral® Platform](#), the industry's most open, tightly integrated platform designed for media, Avid's sports production solutions provide the speed and efficiency needed to create captivating and engaging content, while also preparing students for future success by giving them access to industry-standard tools.

At Auburn University's Athletics video department, War Eagle Productions produces live content for video boards on campus as well as two football television shows, a basketball show, various features for ESPN and the SEC Network, and web content. With a full-time staff of 14 working alongside more than 80 students, War Eagle Productions produces more than 300 live shows each year. To quickly and efficiently produce high-quality content for fans, War Eagle relies on the industry's preeminent editing solution, [Avid Media Composer®](#), as well as [Interplay® | Production](#) for production asset management, and [MediaCentral | UX](#), the cloud-based web front-end to MediaCentral.

"Avid is the backbone of our operations," said Weston Carter, Director of Video Services at Auburn Athletics Department. "Our Avid workflow allows us to edit, search and archive seamlessly, and our students gain experience with the professional hardware and software standards in the industry. It's mind-blowing to see how quickly our students and staff can produce high-quality videos using Avid solutions."

This year, Colorado State University Athletics debuted its new on-campus football stadium featuring a 4,200-square foot video board and 1,290 feet of ribbon board around the stadium, which display rich content including in-game stats, sponsor ads, league scores and more. The new control room housed in nearby Moby Arena is connected to the stadium via fiber optic cabling, bringing video graphics to volleyball, basketball and football games. To facilitate collaboration between the two sites, RamVision, Colorado State's video production department, has invested in three [Avid NEXIS® | PRO](#) software-defined storage systems.

"We're ecstatic about the new capabilities [Avid NEXIS](#) will bring to the table for us," said Benjamin Brune, Director of RamVision at Colorado State University. "Avid NEXIS will allow us to work collaboratively and securely across different locations, while focusing our time on being creative. At the same, we'll be able to train our students on professional solutions they'll work with beyond graduation."

Avid works with more than 25 college sports programs across the U.S and Canada, including: The University of Oklahoma Athletics (Soonervision), Texas A&M (12th Man Productions), Atlantic Coast Conference Headquarters, University of Hartford, University of Arkansas (Razorbackvision), University of Iowa Hawkeyes Athletics, Binghamton University (SUNY), The University of Vermont Athletics, and more.

"Collegiate sports organizations want to create increasingly more content to captivate and satisfy fans and alumni everywhere they watch their teams—whether on a stadium jumbotron, or on TVs, computers or mobile devices," said Jeff Rosica, President at Avid. "With the MediaCentral Platform and Avid's powerful sports production tools, top colleges are staying well ahead of content demands, while giving students access to professional tools to build skills that prepare them for successful 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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PR Contacts:

Amy Paladino

Avid

Amy.Paladino@avid.com

+1 718-772-1005