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ITV Studios Daytime Chooses Avid Maestro Graphics to Enhance Programming and End-to-End HD Workflow

Powerful new graphics toolset improves creative storytelling capabilities and workflow efficiencies for one of Europe's largest broadcasters

BURLINGTON, Mass., Dec. 04, 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 ITV Studios Daytime has chosen Avid Maestro™ next-generation graphics solutions to dramatically enhance its flagship live programming beginning April 2018. Part of ITV, one of the UK's most popular commercial broadcasters, ITV Studios Daytime creates over 1,500 hours of award-winning live broadcasts every year. The broadcaster's main hub on the Thames will undergo the largest redevelopment in its history and, for the next five years, core operations will move to temporary facilities at the newly re-opened Television Centre in West London.

Updating ITV's daytime studios brought an ideal opportunity to revitalize the broadcaster's graphics capabilities. An extensive palette of Avid's Maestro broadcast graphics tools is now fully integrated with an existing end-to-end Avid HD workflow driven by [MediaCentral®](#) — the industry's most open, tightly integrated and efficient platform designed for media. This powerful combination allows ITV Studios Daytime to create unique, high-quality graphics for its most beloved live entertainment programs such as *Good Morning Britain*, *Lorraine*, *This Morning*, and *Loose Women*.

"For daytime broadcasting, graphics add a critical layer to the narrative of topical content, especially when we're producing a wide variety of magazine-style stories," said Tim Guilder, Technology Manager at ITV Daytime. "As we move to our temporary home at Television Centre, incorporating an extensive toolkit of new Avid Maestro graphics solutions into our existing Avid infrastructure gives our graphics teams more creative freedom and the ability to integrate graphics directly into our live studio productions faster and more efficiently."

The Avid Maestro graphics solution, part of Avid's comprehensive tools and workflow solutions to create, distribute and optimize media, is a flexible toolset that helps broadcasters enliven content with stunning graphics to strengthen their brands and stand apart from the competition. [Maestro™ | TD Control™](#) makes it easy to present, manage, and control rich media—including 3D real-time graphics, video clips, augmented reality, and live feeds—across multiple high-resolution, non-standard studio displays, and even in the studio space itself, from a single interface. [Maestro™ | News](#) and [Maestro™ | Designer](#) will integrate into ITV Studios Daytime's powerful workflow that already includes MediaCentral, [Media Composer®](#), [Media Composer® | NewsCutter® Option](#), [AirSpeed®](#), and Avid shared storage solutions. Altogether, this new workflow will maximize collaboration, creativity, and efficiency throughout ITV Studios Daytime's facilities.

"We've been collaborating with ITV Studios Daytime for over a decade on the technical solutions behind the creation of high-quality, engaging content that entertains millions of viewers," said Tom Cordiner, Senior Vice President of Global Sales, Avid. "The seamless integration of Avid's Maestro graphics solutions with MediaCentral enables ITV Studios Daytime to create powerful graphics and generate engaging content across all of its productions to drive greater efficiency and easier collaboration."

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 Media Composer®, Pro Tools®, Avid NEXIS®, MediaCentral®, iNEWS®, AirSpeed®, Sibelius®, Avid VENUE™, Avid FastServe™, Maestro™, and PlayMaker™. 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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