



December 5, 2017

## Maroon 5 Depends on Avid Cloud Collaboration to Create New Album Red Pill Blues

### Grammy Award-winning pop rock band Maroon 5 delivers their highly anticipated new album, relying on Avid Cloud Collaboration for Pro Tools to enable uninhibited creative collaboration

BURLINGTON, Mass., Dec. 05, 2017 (GLOBE NEWSWIRE) -- [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 that Grammy<sup>®</sup> Award-winning pop rock group [Maroon 5](#) relied on the industry-standard digital audio workstation [Pro Tools](#)<sup>®</sup> and its cloud collaboration technology to create their highly anticipated sixth studio album *Red Pill Blues*. Powered by [MediaCentral](#)<sup>®</sup>, the industry's most open, tightly integrated and efficient platform designed for media, [Avid Cloud Collaboration for Pro Tools](#) gave the band and their engineer, Noah Passovoy, the speed, flexibility and creative capabilities to collaborate remotely and create the inspired new release.

The schedules and commitments of the band and other creative contributors made recording *Red Pill Blues* together in the same room at the same time virtually impossible. While the studio was based in Los Angeles, band members and their collaborators were in different locations around the world. Passovoy, an acclaimed music producer, sound engineer and seasoned Pro Tools user, harnessed the power of Avid Cloud Collaboration for Pro Tools to record with band members no matter where they were, and at any time. The entire team collaborated easily and efficiently to record, edit and share tracks in real time.

"The speed with which you're able to send things around with Pro Tools makes a more organic way to create songs," said Passovoy. "Multiple producers, writers and artists can't always be in the same city at the same time. Avid's cloud collaboration technology has allowed this to happen. Without it, we couldn't have done it."

In addition to collaboration capabilities and sophisticated music creation and editing functions, Pro Tools' speed and efficiency were critical in allowing Passovoy to focus on the creative process. Part of Avid's comprehensive tools and workflow solutions to create, distribute and optimize media, Pro Tools is the leading choice of music creators everywhere, from audio mixers and engineers to award-winning musicians and producers.

"Avid Cloud Collaboration enables everyone—from up-and-coming artists to the biggest award-winning, best-selling bands like Maroon 5—to collaborate together from anywhere in the world, giving them a whole new way to create music without limitations," said Avid President Jeff Rosica. "With Avid's cloud-enabled tools and workflow solutions, our esteemed customer and user community can work at the highest levels of creativity, whether they're in the same room or on different continents."

#### 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 Media Composer<sup>®</sup>, Pro Tools<sup>®</sup>, Avid NEXIS<sup>®</sup>, MediaCentral<sup>®</sup>, iNEWS<sup>®</sup>, AirSpeed<sup>®</sup>, Sibelius<sup>®</sup>, Avid VENUE<sup>™</sup>, Avid FastServe<sup>™</sup>, Maestro<sup>™</sup>, and PlayMaker<sup>™</sup>. 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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