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## Avid VENUE | S6L Scores a Starring Role At The National Theatre of Iceland

### Flagship live sound console provides powerful mixing efficiency for Icelandic theatre productions including musicals, dance pieces and children's shows

FRANKFURT, Germany, April 05, 2017 (GLOBE NEWSWIRE) -- **Prolight+Sound/Musikmesse** -- [Avid®](#) (Nasdaq:AVID) today announced that the award-winning [Avid VENUE | S6L](#) modular live sound system, designed to take on the world's most demanding live events and tours with ease, has been installed at the National Theatre of Iceland in Reykjavik. Powered by the [MediaCentral® Platform](#), the industry's most open, tightly integrated and efficient platform designed for media, the VENUE | S6L will enable the company's live sound professionals to achieve better sounding mixes with greater speed and efficiency.

The National Theatre of Iceland (NTI) has been a leading theatrical institution since opening in 1950, and now puts on more than thirty productions each season. These include a varied repertoire of new and classic Icelandic and international works, musicals, dance pieces, puppet theatre and children's productions. The theatre also produces around ten original productions each year, and collaborates with independent theatre and dance groups.

With the help of Avid's regional partner, Nyja Umbodid, NTI recently invested in a powerful Avid VENUE | S6L console. Avid's flagship live system delivers the most comprehensive live sound tools and workflows in the industry, with unrelenting performance and reliability through its advanced engine design. With modern touchscreen workflows and scalability to meet any challenge, it also provides onboard plug-ins and [Pro Tools®](#) integration, with higher track counts than ever before.

NTI's head of sound, Kristinn Gauti Einarsson, has a wide range of sound related responsibilities at the Reykjavik theatre, from sound and PA system design and sharing mixing duties on productions. Thanks to the system's powerful processing and flexible configurability, Einarsson lead the charge in the purchasing decision behind the new Avid investment. "We're a small repertoire theatre with around 500 seats and usually run three different shows each week. The VENUE | S6L helps us meet the demands of multiple fast turnarounds without fail," he said. "Its comprehensive array of network and I/O offerings means we can easily configure the system to meet the needs of any scale of production. It's capable of doing everything we need here at the theatre and the output sounds great."

The S6L runs on the latest VENUE 5.4 software and gives NTI many new control surface and software workflow enhancements to simplify and customize the mixing experience. With their purchase, NTI also invests in the preeminent client and user community built around the Avid MediaCentral platform, that's helping to shape the collective future of the live sound industry. "Avid really listens to its customers when it comes to improving VENUE software. With every update, the experience just gets better and better," Einarsson explains. "For us, there's nothing on the market that competes with what Avid continues to provide us here at NTI."

As well as being one of the country's most technologically advanced entertainment venues, the theatre also serves an important role in the development of new Icelandic productions. NTI aims to help develop youngsters' appreciation of the theatre through original productions especially designed and intended for children and youth groups, who visit the theatre for educational and learning experiences.

"With the industry's most powerful processing engine and unparalleled live recording capabilities, VENUE | S6L is proving to be a solid investment for organisations like the National Theatre of Iceland," said Tom Cordiner, Senior Vice President at Avid. "The continued success of the S6L has validated Avid's strategy to lead the market forward with innovative technologies that enable customers to take on the world's biggest live events and productions."

#### About Avid

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