



January 25, 2018

## **Avid ArtistCentral Brings the Power of Avid's Creative Ecosystem to Individual Artists**

### **New Avid ArtistCentral app makes it easy for individual artists to connect, chat, and collaborate with each other and access products in the Avid Marketplace**

ANAHEIM, Calif., Jan. 25, 2018 (GLOBE NEWSWIRE) -- **NAMM Show (North Hall, Booth #15501)** — [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 unveiled the Avid ArtistCentral™ application. Avid ArtistCentral brings the benefits of the Avid ecosystem to individual artists, making it easy and efficient to connect with other artists and access the tools they need to expand their creative potential.

The Avid ArtistCentral app makes it simple for users to find, connect and chat with Avid Artist Community members and invite them to collaborate on a project and provide feedback on their work. Additionally, Avid users can now add more information, such as talents, skills and content, to their profile so they can promote themselves to Avid's vast network of media professionals.

A one-stop-shop, the Avid ArtistCentral app enables users to take advantage of over 2,000 products and plugins from Avid and other industry leaders on the Avid Marketplace, with the unique ability to manage and download their purchases—all from one desktop.

"We're introducing ArtistCentral as part of our creative ecosystem where our customers can connect and collaborate with other music and media professionals to help widen their exposure and expand their creative possibilities," said Rob D'Amico, Director, Pro Audio Market Solutions at Avid. "Avid ArtistCentral extends artists' creative reach with access to the industry's best creative tools with a multitude of Avid and partner products to purchase. With more than 500,000 [Pro Tools® | First](#), [Media Composer® | First](#), and [Sibelius® | First](#) users, and with the vast number of talented Avid customers, Avid ArtistCentral is their portal to meet, message and collaborate with each other."

#### **Availability**

The Avid ArtistCentral will be available in Spring 2018 and will be free to all Avid users.

#### **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](http://www.avid.com), connect with Avid on [Facebook](#), [Instagram](#), [Twitter](#), [YouTube](#), [LinkedIn](#), or subscribe to [Avid Blogs](#).

*© 2018 Avid Technology, Inc. All rights reserved. Avid, the Avid logo, Avid ArtistCentral, Avid Everywhere, Avid NEXIS, Avid FastServe, AirSpeed, iNews, Maestro, MediaCentral, Media Composer, PlayMaker, Pro Tools, Avid VENUE, and Sibelius are trademarks or registered trademarks of Avid Technology, Inc. or its subsidiaries in the United States and/or other countries. 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  
Amy Paladino  
[amy.paladino@avid.com](mailto:amy.paladino@avid.com)  
+1 617-733-5121

Red Lorry Yellow Lorry (Avid's PR agency)  
Josh Paterson — UK

Tanya Roberts — USA  
[avid@rlyl.com](mailto:avid@rlyl.com)