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Avid Sports Solutions Embraced by Top Collegiate Athletic Programs Across the Country

Avid FastServe powers live production for NCAA Division 1 collegiate athletic organizations while media production students gain valuable career skills

BURLINGTON, Mass., March 13, 2018 (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 numerous National Collegiate Athletic Association (NCAA) Division 1 schools have invested in Avid's new generation video servers. Tightly integrated into [MediaCentral®](#), the industry's most open and efficient platform designed for media, [Avid FastServe™](#) enables the schools to create and manage high-quality content for live broadcasts on national cable network ESPN3, while giving students invaluable, transferrable skills that prepare them for success in their future careers.

The prestigious Department of Media Arts at Avid Learning Partner Middle Tennessee State University is the largest and longest-running program for creative media production in the state. The school's on-campus production company, Media Arts Productions, produces events and high-quality live sports broadcasts including MTSU football, basketball, volleyball and soccer, which are regularly featured on ESPN3. To help the students quickly produce live content in real-time and meet ESPN3's rigorous content requirements, the college has deployed [FastServe | Ingest](#), so its dispersed creative teams can access and edit incoming media as it's being captured—even in demanding UHD resolutions—from anywhere, using any device.

"Adopting FastServe has helped Media Arts Productions' workflow," said Eric Lilly, school liaison campus production coordinator for ESPN3. "They were able to dedicate one operator to do specific player highlights and game trend packages. The fact that both sides of those machines were networked meant that the person cutting the packages had access to the replays as he was cutting his packages. Neither operator workflow interfered with the other. Knowing what other schools are using for their replay systems and the limitations they put on their operators, I have to say, the Avid system helped make Media Arts Productions' workflow more efficient."

"Avid FastServe is super reliable, super powerful, and super flexible. The speed at which we can do stuff now is at a really professional level," added Isaac Shaw, MTSU student and lead package editor for Media Arts Productions. "With Avid, we've really been able to hone in on and figure out how to tell a story, and we have the flexibility to do so. For my personal development, having that skillset and the ability to make fast decisions and put packages together quickly has made me much more marketable to a potential employer."

Other schools that have invested in FastServe for ultra-fast production turnaround include University of Hartford, University of Vermont, Binghamton University, Quinnipiac University, and Rider University through Avid's world-class network of reseller partners, including Key Code Media, Metropolitan Interactive, and HB Communications.

"Through ESPN3, top Division 1 colleges and universities across the country can showcase their schools and athletes on the national stage," said Alan Hoff, Vice President of Market Solutions, Avid. "Avid's powerful sports production solutions give them the capabilities required to create high-quality content for ESPN3 at an affordable price, while giving students access to the same industry-standard tools they can expect to use in professional sports media environments."

The new FastServe family of video servers builds on the rich heritage of Avid's industry-leading AirSpeed® and PlayMaker™ servers. Its unified modular architecture supports UHD and IP I/O to enable ultra-fast ingest, turnaround, and playout in broadcast, news, sports and other live production environments. Higher channel counts per server result in a lower overall cost-per-channel, and a smaller footprint requires less cooling and power.

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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