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Avid Editors Head to SXSW to Share the Secrets to their Success in TV and Film Editing

Award-winning editors discuss their collaboration with directors and experiences editing for film and TV genres in two SXSW panel sessions

BURLINGTON, Mass., March 02, 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 two South by Southwest (SXSW) panels featuring award-winning editors of some of today's most popular films and TV series. At the annual event celebrating the convergence of the interactive, film and music industries (Austin, Texas, March 9-17), Avid customers will share valuable insights on their experiences and creative processes, which rely on creative tools and platforms from Avid, including the Avid [Media Composer](#)[®] editing system powered by [MediaCentral](#)[®], the industry's most open and efficient platform designed for media.

[Making the cut: Film editing secrets revealed](#) - Sunday, March 11, 2018 at 2pm CST

Award-winning film editors Sandra Adair, ACE (*Boyhood*, *Dazed and Confused*), Catherine Haight, ACE (*Transparent*, *Girls*), and Edie Ichioka ACE (*Toy Story 2*, *The Boxtrolls*) will share the secrets to their success and discuss their long-time collaborations with high-profile directors. Moderated by Avid's director of product and segment marketing for pro video, Matt Feury, the panel will discuss their creative tools and processes and tips for aspiring filmmakers.

"Avid has been my go-to editing platform for as long as I can remember, so I'm very excited to be able to sit down with Matt Feury of Avid, and fellow editors Catherine Haight and Edie Ichioka, to chat about editing features, TV, and docs," said Adair. "I'm sure there will be a lot of sage editing advice to come from this awesome group of panelists."

[Telling tales in episodic TV](#) - Saturday, March 10 at 12:30pm CST

No matter what genre, editing plays a critical role in creating TV series that educate, enlighten and entertain. Award-winning editors, Kabir Akhtar, ACE (*Crazy Ex-Girlfriend*, *New Girl*), Kelley Dixon, ACE (*Breaking Bad*, *Better Call Saul*) and Josh Earl, ACE (*Deadliest Catch*, *Mark Hamill's Pop Culture Quest*), will discuss the differences in editing for drama, comedy, documentary and reality TV. Attendees will discover the creative and technical tools and processes the editors rely on, and their tips for creating compelling stories that keep audiences coming back for more.

Due to the popularity of this session, a second session will be held at 5pm the same day for those unable to attend the 12:30pm session. To stay up-to-date on the second session, visit the SXSW listing page here <https://schedule.sxsw.com/2018/03/10/events>.

"We're privileged that our distinguished customer community includes some of the world's most talented editors who are willing to share their editing secrets, collaboration stories, and tips for aspiring editors at SXSW," said Avid President and CEO Jeff Rosica. "These panels will give SXSW attendees unique insights into their creative processes and why they continue to choose Avid's comprehensive ecosystem of creative tools to bring some of the biggest films and TV series to life."

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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