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## **Avid Honored with 15th Emmy® Award for Technology and Engineering Innovation**

### **National Academy of Television Arts and Sciences recognizes Avid's excellence in engineering creativity for technology widely relied upon today in creating television shows across the globe**

BURLINGTON, Mass., Aug. 29, 2017 (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 proudly announced it has won a 2017 Emmy® Award for Technology and Engineering from the National Academy of Television Arts and Sciences (NATAS), the company's 15<sup>th</sup> Emmy Award.

NATAS bestows Technology & Engineering Emmy Awards on companies that are the "tool makers" of the industry and have materially affected the television viewing experience. This year, NATAS' Technology & Engineering Achievement Committee honors Avid editing technology that's widely used by an overwhelming number of the media and entertainment industry's top creative and editing talent who produce some of the world's most popular television shows. The award specifically recognizes Avid's "Pioneering Development of a Computerized Hard-Disk Storage Based Digital Non-Linear, Multi-Stream Multi-Camera System," identifying the influence of [Avid Media Composer®](#), the industry's preeminent nonlinear editing system. Avid will receive its latest Emmy during the 69<sup>th</sup> Annual Technology & Engineering Emmy Awards ceremony on Sunday, April 8, 2018 in Las Vegas.

"Our 2017 Emmy Award is immensely gratifying for Avid employees everywhere as we continue to focus on delivering innovations of enduring value for the media and entertainment industry," said Avid Chairman & CEO, Louis Hernandez, Jr. "All of us at Avid are especially grateful to our global customer community, which drives our innovation. Our 15 Emmys, two Oscars® and Grammy® embody our strong bond with our customers and users, who inspire us and trust us to deliver tools and platforms that are instrumental in telling their stories in increasingly engaging and more powerful ways."

Powered by the [MediaCentral® Platform](#), the industry's most open and tightly integrated platform designed for media, Media Composer is the prevailing tool of choice for television and film editors, including award-winning individuals such as Peter Chakos, who won the 2016 Primetime Emmy Award for Multi-Camera Picture Editing for A Comedy Series for *Big Bang Theory*, every nominee for the 2017 Primetime Emmy Award for Outstanding Single-Camera Picture Editing for A Drama Series, and every 2017 Academy Award nominee for Best Film Editing.

#### **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 Pro Tools®, Media Composer®, Avid NEXIS®, Interplay®, ProSet™ and RealSet™, Maestro™, PlayMaker™, and Sibelius®. 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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