



## **Avid Empowers Gen Cre8: a New Generation of Digital Media Creators**

### **Inaugural Event in Brooklyn Brings Together Emerging Artists to Celebrate New Creative Possibilities in Digital Media**

TEWKSBURY, MA, Sep 23, 2009 (MARKETWIRE via COMTEX News Network) -- Avid(R) (NASDAQ: AVID) today marked the beginning of its commitment to inspire and empower Gen Cre8 ( Facebook, Twitter) -- the generation of young adults who have driven a creative uprising through their dedication to expressing, producing and sharing stories using video and music. Today's event at Brooklyn's Public Assembly is the first in a series of Gen Cre8 events to be held globally that will introduce a series of solutions for creative enthusiasts to further enable their aspirations with digital media.

"Gen Cre8 is defined by the fearless inventive spirit of emerging digital content creators and storytellers who may have only been content consumers before," said Alec Marshall, Avid's Director of Segment Marketing for Creative Enthusiasts. "The movement to democratize creative media is underway and Avid empowers these new artists with the digital solutions that make it both easy and affordable to realize their creative vision and become active participants in a growing global creative community."

Headlining the inaugural event is indie rock sensation Morningwood, who will perform to a backdrop of video content created in Pinnacle Studio(TM) software, and who represent the aspirations of Gen Cre8, especially those using Pro Tools(R) software to create digital music.

#### **Solutions and Teaching Fuel Gen Cre8**

This new movement in creative media is fueled by having more accessible, yet powerful creative solutions available to Gen Cre8, while also having the ability to easily learn more about how to use these solutions to take the craft to new heights. Avid is leveraging its unique access to industry professionals and experts to produce a series of podcasts and Web tutorials to teach the fundamentals of timeline editing and multitrack recording. Additionally, Avid is drawing on its roots in professional audio and video production -- extending key functionalities of its studio-grade products into its enthusiast offerings, which includes a trio of new Pro Tools M-Powered(TM) Essential software/hardware bundles, along with a new version of its Pinnacle Studio video editing software.

Those in Gen Cre8 creating digital music and audio can benefit from Pro Tools M-Powered Essential, a streamlined version of Pro Tools, the industry standard software package for professional recording and audio production. Pro Tools M-Powered Essential options include:

-- Pro Tools Vocal Studio - the Producer USB microphone is a studio-quality mic that captures vocals, as well as records acoustically played instruments.

-- Pro Tools KeyStudio(TM) - features the M-Audio(R) KeyStudio USB keyboard, a simple, yet high-quality 49-note velocity-sensitive keyboard that also functions as a MIDI interface.

-- Pro Tools Recording Studio - the Fast Track(R) USB audio interface captures pristine digital sound, whether from a guitar or a standard microphone plugged directly into the computer.

Gen Cre8 can also take advantage of the latest version of Pinnacle Studio, the industry's #1 video editing software application\*, which makes video creation a breeze -- allowing anyone to easily grab photos and videos from video cameras, still digital cameras or camera phones and easily bring that content to life using Pinnacle Montage Themes, animations and effects. Once finished with a project, customers can share their creations with friends, peers, or the world with direct high-quality upload to YouTube, or export movies to Flash, QuickTime, PS3, Nintendo Wii, Xbox, Apple iPod among many others.

#### **Pricing for Gen Cre8**

Compatible with both Mac and PC, all Pro Tools M-Powered Essential products are available at major e-tailers and retailers. Pro Tools Vocal Studio and Pro Tools Recording Studio each have an MSRP of \$99, while Pro Tools KeyStudio is available at an USMSRP of \$129. The Pinnacle Studio family is compatible with PC and is available at major e-tailers and retailers starting at an MSRP of \$49. For more information visit [www.avid.com/gencre8](http://www.avid.com/gencre8)

## About Avid

Avid creates the digital audio and video technology used to make the most listened to, most watched and most loved media in the world -- from the most prestigious and award-winning feature films, music recordings, television shows, live concert tours and news broadcasts, to music and movies made at home. Some of Avid's most influential and pioneering solutions include Media Composer(R), Pro Tools, Avid Unity(TM), Interplay(R), Oxygen 8, Sibelius(R) and Pinnacle Studio(TM). For more information about Avid solutions and services, visit [www.avid.com](http://www.avid.com), [del.icio.us](http://del.icio.us), Flickr, Twitter and YouTube; connect with Avid on Facebook; or subscribe to Avid Industry Buzz.

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\*Source: Based on the NPD Group/Retail Tracking/Consumer Video Editing U.S. data (July 2008 through June 2009)

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