



## Avid Enters Multiyear Agreement with Seneca College to Upgrade Media Creation and Production Teaching Facilities across Eight Campuses

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**Toronto's Seneca College adopts Avid Media Campus to deliver state-of-the-art tools and curriculum preparing students for film and TV career success**

BURLINGTON, Mass., May 23, 2018 (GLOBE NEWSWIRE) -- [Avid® \(Nasdaq:AVID\)](#), the leading technology provider of software tools and platforms that power the media and entertainment industry, today announced that [Seneca College of Applied Arts and Technology](#) has become an [Avid Media Campus](#) site standardizing on Avid's platform-based workflows across its eight campuses to ensure students college-wide can learn on the leading technologies and tools for film and television creation, production and distribution. This includes the [Avid Learning Partner Program](#), which provides the curriculum and associated materials to enable Seneca to train its students to become Avid Certified.

Avid Media Campus schools get significant education discounts on all Avid products. As one of Canada's premier institutions for higher learning in media creation and production, Seneca's [School of Media](#) earned its reputation through its commitment to giving students first-hand experience with state-of-the-art technology. The school gives instruction in a range of disciplines, including Film and TV, Broadcast and Journalism, as well as web-based multimedia and video, and provides access to media industry leaders and highly sought-after experience in professional settings where knowledge of Avid tools and solutions ensures opportunities for students to stand out.

"The Avid Media Campus program will allow us to plan where we will be in the next five years," said Adrian Klymenko, Senior Media Specialist and Avid *Certified* Support Representative (ACSR) at Seneca. "Avid's commitment to support, training, and hardware and software licensing models has allowed us to establish an upgrade pathway for our studios, suites, classrooms and supporting infrastructure. Having a unified support structure, complete with ACSR certifications and access to Avid Professional Services makes for a smooth process and transition for planning and implementing hardware and software upgrades, including any day-to-day technical or operational issues that may arise."

To maintain its position as the top post-secondary school in Ontario and enable students to develop the skills needed to succeed in a competitive job market, Seneca needed to upgrade its outdated media production infrastructure. To meet these needs, Seneca has signed a five-year Avid Media Campus agreement that will result in college-wide adoption of Avid's industry leading tools for audio and video editing, asset management, storage, graphics, music notation and publishing, and content ingest and playout. This agreement also includes a "Connecting Education to Industry" (CETI) programming partnership that will help Seneca students connect with local and international media companies who use Avid in their workflows. As an official Avid Learning Partner as well, Seneca will receive training and certification for its staff, and deliver official course materials and exams that will ultimately prepare and certify students for proficiency in media creation, production and distribution.

"We are committed to implementing innovative technologies and services to offer greater learning experiences to our students," said Radha Krishnan, AVP, Information Services, Seneca. "Establishing Seneca as the most advanced institution in Canada providing cutting edge media technologies is a major step in fulfilling our commitment."

Avid channel partner Deltech Communications is supporting the implementation of [MediaCentral®](#) across all Seneca campuses. Seneca's new workflow will include [Avid NEXIS®](#), the media industry's first and only software-defined storage platform; [MediaCentral | Production Management](#) for advanced file and workflow management; and [FastServe™](#) media servers for ingest and playout. Seneca has also invested in Avid creative tools including [Media Composer®](#) nonlinear editing systems, [Pro Tools®](#) digital audio workstations, and the [Maestro™ Graphics Family](#) for on-screen graphics creation and management. [Maestro | Designer](#) will allow students to create state-of-the-art real-time broadcast graphics while [Maestro | Virtual Set](#) will enable them to create high-end virtual environments.

"Through Avid Media Campus and the Avid Learning Partner program, Seneca is giving students the clear advantage of learning their craft on the tools that media professionals use to build their careers," said Alan Hoff, Vice President of Market Solutions at Avid. "Seneca students will gain valuable skills to let them stand out from the field of aspiring professionals to find work with film, broadcast, and post production companies that rely on Avid daily for their mission critical workflows."

### **Avid Media Campus – Enabling the next generation of media professionals**

With flexible volume licensing and affordable industry solutions tailored to the specific needs of each school, the Avid Media Campus program modernizes campus media production and helps educators better prepare students for careers in the media and entertainment industry. It provides a foundation to integrate campus media production with technology for classroom and remote learning programs, and offers deeper partnership engagement, industry connections, and collaborative workflows for campus-wide production.

### **About Avid**

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™](#), [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](#).

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