



## Avid Wins 2018 Microsoft US Partner Award for Helping the Communications and Media Industry Leverage the Cloud

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BURLINGTON, Mass., July 17, 2018 (GLOBE NEWSWIRE) -- [Avid®](#) (Nasdaq:AVID), the leading technology provider of software tools and platforms that power the media and entertainment industry, today announced it has won the 2018 Microsoft US Partner Award for the communications and media industry. The company was honored among a global field of top Microsoft partners for demonstrating excellence in innovation and implementation of customer solutions based on Microsoft technology.

"We're extremely honored to be a recipient of the 2018 Microsoft US Partner Award," said Jeff Rosica, CEO and President at Avid. "With the unique and innovative capabilities and global footprint of Microsoft Azure, we're empowering our media and entertainment customers anywhere to capitalize on the benefits that the cloud offers for their operations. Together with Microsoft we're already delivering tremendous innovation to the market through our collaboration, and there's much more to come."

Awards were presented in several categories, with winners chosen from more than 2,600 entrants from 115 countries. Avid was recognized for providing outstanding solutions and services for awards category: Industry – Communications and Media. The award recognizes leadership in customer impact, solution innovation, deployment, and exceptional use of advanced features in Microsoft technologies over the past year.

In April 2017, Avid and Microsoft announced a strategic cloud alliance focused on cloud based solutions for media and entertainment, having since delivered numerous product and service innovations.

### 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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