



Avid Brings 3D Graphics to European Athletics Championships

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Internationally televised championships go live on air this week with Avid Maestro graphics solution for high-impact viewer experience

BURLINGTON, Mass., Aug. 08, 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 European Athletics is relying on the award-winning Avid [Maestro™ | Designer](#) for advanced 3D graphic design and branding in the international television broadcasts of the European Athletics Championships. The European Athletics Championships is part of the inaugural European Championships, a major new multi-sport event hosted in Glasgow and Berlin from August 2-12.

The European Championships brings together some of the continent's leading sports every four years to celebrate world-class sport and talent. This summer, 4,500 elite European athletes from 52 participating countries will compete in a range of sports including aquatics, cycling, golf, gymnastics, rowing and triathlon.

The European Athletics Championships, which started on Monday and runs through August 12 in Berlin, needed a reliable and flexible graphics solution to create and deliver eye-catching 3D graphics that interfaces with the different timing and clocking systems for each sport, and other content, to captivate an expected TV audience of more than a billion viewers. It also needed to establish a visual identity that is consistent for all sports as well as with the overall European Championships' brand. As the Official Broadcast Graphics Supporter of the European Championships, Avid [Maestro™ | Designer](#) is helping create an impressive graphics viewer experience for this world-renowned sporting event.

"To stand out in the competitive sports media environment and boost ratings, sports organizations need to find new ways to captivate viewers," said Jason Cowan, Business Development Manager, Sports and Graphics, Avid. "Maestro | Designer enables designers to create compelling graphics and stunning 3D imagery, turning around hundreds of graphic templates deployed to 30 HDVG engines to support the many sports. It also establishes real time integration with the event's different timing and clocking systems interfaced to the official European Championship database."

About Avid

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