



Filmmakers Rely on Avid's Industry Leading Tools to Deliver this Summer's Biggest Films

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The film industry's top editorial and sound teams rely on Avid's award-winning solutions to power workflows and deliver the summer's biggest movies, including Mission Impossible: Fallout, Deadpool 2, and Jurassic World: Fallen Kingdom

BURLINGTON, Mass., Aug. 28, 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 many of the film industry's leading creatives used Avid's comprehensive tools and workflow solutions to create this summer's most anticipated movies. Powered by [MediaCentral®](#), Avid's industry-leading tools deliver the speed, collaboration capabilities and efficiencies that filmmakers need to bring their stories to life on film.

In the highly anticipated sequel to the original global hit, *Deadpool 2* follows anti-hero Wade Wilson (Ryan Reynolds), otherwise known as Deadpool, as he tries to save a troubled young mutant boy from a time-traveling cyborg soldier. The franchise creatively combines action and humor to drive the story with help from [Media Composer®](#), the industry's preeminent editing solution. Re-recording Mixer and Sound Designer Martin Zub and the team at post-production sound company Formosa Group used [Pro Tools® | Ultimate](#) and the [Pro Tools | S6](#) control surface for native Dolby Atmos mixing to create an immersive experience and guarantee every punchline had as much impact as the action sequences.

"Our director, David Leitch, really wanted to see how different jokes landed with test audiences, so we did a number of temp mixes on *Deadpool 2*," said Zub. "That meant there was a lot of conforming to do for various versions. We used Pro Tools throughout editorial, through to each temp mix and right through to the final. Keeping our sound editorial team's audio virtual was a must. Being able to automate audio tracks to a Dolby Atmos Panner and back to bed tracks is very cool. Using Pro Tools and the S6 enhanced the mix every step of the way, giving us the flexibility to be creative, and to change, add, rethink, cut, and mix scenes in multiple ways."

Led by Hollywood star Tom Cruise, *Mission: Impossible - Fallout*, the sixth installment in the successful franchise, takes the series to the next level with non-stop action and death defying stunts that will thrill its loyal fan base worldwide. The film was shot in numerous international locations with challenging conditions and tight deadlines. Editor Eddie Hamilton and his team relied on Media Composer to meet the demands of a complex filming schedule and ensure production stayed on pace.

"The legendary Avid Media Composer reliability and media management was invaluable on a complex film like *Mission: Impossible - Fallout*," said Hamilton. "All our media was 2160p Ultra HD, and I worked around the world with my editorial team collaborating across three continents under enormous time pressure. Our aim was to deliver a terrific cinematic experience to worldwide audiences on schedule and on budget. Avid Media Composer gives us the tools to achieve that, without any downtime. I love it."

The film industry's top creative professionals relied on Avid solutions to create numerous other big summer releases, including *Jurassic World: Fallen Kingdom*, *Ant-man and the Wasp*, *Oceans 8*, *Hotel Artemis*, *BlacKkKlansman*, *Hereditary*, *Upgrade*, *Action Point*, *Tag*, *Gotti*, *Breaking In*, *Mamma Mia! Here We Go Again*, *Uncle Drew*, *Skyscraper*, *Crazy Rich Asians*, *Blindspotting*, *The Predator*, and *Dangerous Minds*.

"We're honored that the media and entertainment industry's top creatives overwhelmingly rely on Avid's tools to thrill audiences everywhere," said Jeff Rosica, CEO and President, Avid. "Avid listens very closely to this community so that we can provide solutions that help them to excel at delivering their stunning works. We congratulate them on this season's achievements and look forward to continuing to support their creative visions."

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, connect with Avid on [Facebook](#), [Instagram](#), [Twitter](#), [YouTube](#), [LinkedIn](#), or subscribe to [Avid Blogs](#).

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