



Bloomberg Asharq Selects Avid Tools and Solutions to Establish TV News Production Environment

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Business and news channel to launch from Dubai with end-to-end IP infrastructure incorporating Avid MediaCentral platform, creative tools, storage and servers

BURLINGTON, Mass., March 05, 2019 (GLOBE NEWSWIRE) -- [Avid®](#) ([Nasdaq: AVID](#)), the leading technology provider that powers the media and entertainment industry, today announced that financial news television channel Bloomberg Asharq will deploy Avid tools and solutions to help establish its all-IP news production infrastructure. Debuting later this year in Dubai International Financial Centre, Bloomberg Asharq will broadcast globally with business and news coverage and analysis 24/7/365 on the companies, markets and economies of the Middle East.

The Avid [MediaCentral®](#) platform will provide the foundation for Bloomberg Asharq's news production environment, optimizing collaboration across all aspects of the production cycle. Avid [MediaCentral® | Cloud UX](#) will allow production teams located anywhere to access content through a simple, user-friendly graphical interface. Production teams also will rely on Avid creative tools including [Media Composer®](#) nonlinear editing systems and [Pro Tools®](#) digital audio workstations. [Avid NEXIS®](#), the media industry's first software-defined storage platform, will give the broadcaster unprecedented media performance, scalability, and reliability.

"Our vision to create a leading independent source for business and news will be rooted in our IP-connected production environment extending from the studio to the field, which will allow our teams to collaborate seamlessly and rapidly deliver compelling coverage around the clock," said Omran Abdallah, Chief Technology Officer, Bloomberg Asharq. "We're pleased to rely on Avid to help us deliver this vision from end to end."

"With its focus on IP from the outset, Bloomberg Asharq is innovating to raise the bar in television news production collaboration, speed and overall workflow efficiency," said Jeff Rosica, Avid CEO and President. "When customers like Bloomberg Asharq go to work on defining the future of media operations, it's Avid's privilege to provide platforms, tools and solutions that make it a reality."

Avid's global customer community will gather at Connect 2019 from April 6-7 in Las Vegas, immediately preceding the National Association of Broadcasters' NAB Show. Register for Connect 2019 today at www.avid.com/connect.

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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