



UK's Major Summer Music Festivals Select Avid VENUE | S6L to Deliver Best Live Sound Experiences

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New agreement with SSE Audio puts Avid's latest sound consoles into play at 12 of this summer's largest outdoor events including Isle of Wight, Lovebox, Latitude and Download

FRANKFURT, Germany, April 03, 2019 (GLOBE NEWSWIRE) -- **Prolight + Sound** – **Avid**[®] (**Nasdaq: AVID**), the leading technology provider that powers the media and entertainment industry, has announced a new agreement with the UK's largest pro audio services provider, **SSE Audio**, to supply the UK's major outdoor summer music festivals with **Avid VENUE[™] | S6L** live sound consoles as they look to upgrade their legacy Avid systems. Thanks to the Avid VENUE | S6L's unmatched modularity, flexibility and scalability, the festivals can switch to the new systems with ease—allowing audio engineers to focus on helping artists across genres deliver their best possible live sound.

SSE Audio has provided Avid's live sound systems to the festivals included in the deal—[Radio 1's Big Weekend](#), [Lovebox](#), [Wireless](#), [Download](#), [Wilderness](#), [The Ends Festival](#), [Latitude](#), [Reading and Leeds Festivals](#), [MTV Presents Gibraltar Calling](#), [Community](#) and [Isle of Wight Festival](#)—since 2012. To stay ahead in the competitive live music market, the festivals turned to SSE Audio to replace their consoles with the new Avid VENUE | S6L-24C for complete show file portability between new and existing systems, allowing them to maintain all their mix settings, snapshots, channel/bus configurations, plug-ins and Patchbay assignments.

"The compatibility of Avid VENUE | S6L-24C with the legacy Avid systems was a priority across the board," said Miles Hillyard, Senior Project Manager at SSE Audio. "As the festivals up their game year-on-year, they need a scalable live sound system that evolves as they do. As well as enabling a smooth transition, the S6L-24C also provides advanced plug-in control with seamless **Pro Tools**[®] integration and support for the latest version of Waves plug-ins."

"The S6L-24C's unprecedented performance and reliability presents new opportunities to boost audio quality and workflows," said Al McKinna, Director, Product Management, Live Sound, Avid. "We're excited to be continuing our long-term relationship with SSE Audio and to see the festivals use Avid VENUE | S6L's powerful capabilities to help bring artists' performances to life."

Avid will be showcasing the newly expanded Avid VENUE | S6L family at Prolight + Sound 2019 in Frankfurt, Germany, April 2-5 and at the NAB Show 2019 in Las Vegas, April 8-11.

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