



## Avid Upgrade Provides Thailand's National Broadcasting Service with Enhanced TV Production Workflow

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**Avid's MediaCentral platform, graphics, storage, and creative tools bring virtual studio capabilities to Thailand's national television network**

BURLINGTON, Mass., April 04, 2019 (GLOBE NEWSWIRE) -- [Avid® \(Nasdaq: AVID\)](#), the leading technology provider that powers the media and entertainment industry, today announced that 24-hour television network National Broadcasting Services of Thailand (NBT), has upgraded its production workflow for news and entertainment programming with Avid tools and solutions. Tightly integrated with Avid's [MediaCentral®](#) platform, NBT's new Avid workflow will include graphics, storage, and video and audio editing tools to enable its broadcast team to deliver the most demanding virtual studio productions and operate with greater efficiency.

NBT has relied on [MediaCentral | Newsroom Management](#) (formerly [iNEWS®](#)) to support its news production, including scriptwriting, program scheduling and on-air broadcast since 2010. Looking to boost the network's deliverables, NBT added [Maestro™ | Virtual Set](#) which, when coupled with [Xync 2.0 infrared camera tracking](#), gives NBT's teams the ability to create engaging photorealistic environments. Also new to the expanded Avid workflow, [MediaCentral | Cloud UX](#) helps ease and speed content searching through a simple, user-friendly graphical interface. It's tightly integrated with Avid's next-gen video server, [FastServe®](#), and [Avid NEXIS®](#), which accelerates NBT's workflow efficiency and collaboration. And with [Media Composer®](#), the industry's most trusted editing solution, production teams have the power to quickly edit across a variety of file types giving them more freedom and creative possibilities. NBT's video production workflow also benefits from Avid audio solutions, including [Pro Tools®](#), which helps the team easily work on sound improvements, narration, sound mixing, and sound effects, with a broad range of plug-ins.

"It's vital for us to remain responsive to rapid technological change to help our coverage achieve its full creative potential and streamline internal processes," said Chatree Seangsuk, Chief of Studio 2 at NBT. "Avid's news production solutions have acted as the nerve center of our production workflow for years. After a detailed review, we're confident that upgrading with Avid will help to ensure we'll continue elevating our programming to inform, excite and keep our viewers engaged."

"Avid is excited to help NBT expand its workflow in order to bring increasingly engaging programming to life for its audiences," said Jeff Rosica, Avid CEO and President. "With the MediaCentral platform in place Avid is there for every step of NBT's journey, enabling the network to innovate and achieve its vision as it continues to evolve."

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.

### 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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