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Educators Choose Avid To Build Solid Foundations for Media Careers

As a leading provider to technology-based programs, students trained on Avid Media Composer command a 44% higher salary

ANAHEIM, Calif., Jan. 20, 2017 (GLOBE NEWSWIRE) -- **NAMM (Hall A, Booth #6400)** — [Avid®](#) (Nasdaq:AVID) today announced that a growing number of public education institutions are investing in the most comprehensive Avid tools and workflow solutions to create, distribute and optimize media, driven by significant advancements in the [Avid Learning Partner program](#). Leading the way is a group of Los Angeles-area institutions, including UCLA, Cal State LA, Santa Monica College and several local high schools—University High School, Hollywood High School, and Hamilton High School. These partnerships underscore a growing national trend, as more educational institutions embrace the Avid Learning Partner program to prepare the next generation for success in the media industry.

"Today's competitive job market increasingly requires fluency in digital media, and the Avid Learning Partner program is specifically designed to help educators implement curriculums that prepare students for proficiency in media creation, production and distribution," said Avid Chairman and CEO, Louis Hernandez, Jr. "The [Avid MediaCentral® Platform](#) is the industry's most open, tightly integrated and efficient platform designed for media, and is uniquely suited to help students learn the advanced workflows of enterprise-level media industries. We've seen unprecedented investments and expanding engagement with academic institutions at the high school and university levels."

Thanks to ongoing improvements to the Avid Learning Partner program that address needs of educators, combined with curriculum updates and the growing industry recognition of official Avid certification, more public schools are now able to access funding for investments in support of programs that provide industry credentials. This is driving an increase of secondary and post-secondary institutions entering the Avid Learning Partner program.

Under the Avid Learning Partner program, high school and college students are better prepared to make vital choices for a future in enterprise media, and institutions attract more students by staying on the cutting edge of media production education. Providing educators and students alike access to the powerful tools used by a wider preeminent client and user community also helps continue to shape the collective future of the media industry. After graduating, studies have shown that students who have learned their craft on [Avid Media Composer®](#) command a 44% higher salary throughout their careers on average.

"After exploring how Avid's comprehensive tools and solutions can be applied to both contemporary and future storytelling, the UCLA School of Theater, Film and Television is expanding its engagement with Avid, implementing professional industry workflows for our students, and future-proofing these investments with flexible, cloud deployment options," said Jeff Burke, Assistant Dean for Technology and Innovation, UCLA School of Theater.

The Avid Learning Partner program gives students unprecedented access to comprehensive professional media production environments for audio, video and broadcast applications. Curriculums include training and certification for industry-leading [Pro Tools®](#), [Pro Tools | S6](#), [Sibelius®](#), [Media Composer®](#), [iNEWS®](#) and more.

Additional information on the Avid Learning Partner program is available at <http://www.avid.com/education/avid-learning-partner-program>

About Avid

Through [Avid Everywhere™](#), Avid delivers the industry's most open, innovative and comprehensive media platform connecting content creation with collaboration, asset protection, distribution and consumption. Media organizations and creative professionals use Avid solutions to create the most listened to, most watched and most loved media in the world—from the most prestigious and award-winning feature films, to the most popular television shows, news programs and televised sporting events, as well as a majority of today's most celebrated music recordings and live concerts. Industry leading solutions include Pro Tools®, Media Composer®, Avid NEXIS™, Interplay®, ProSet™ and RealSet™, Maestro™, PlayMaker™, and Sibelius®. 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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