



Reality TV Leader, Bunim/Murray Productions, Selects Avid's Professional Editing and Storage Solutions

Media Composer 6, Symphony 6 and ISIS 5000 selected over Final Cut Pro X to support professional, collaborative production workflows

BURLINGTON, Mass.--(BUSINESS WIRE)-- Avid® ([NASDAQ: AVID](#)) today announced that renowned television production company, Bunim/Murray Productions, has selected [Avid Media Composer® 6](#) and [Avid Symphony® 6](#) editing software for all of its programs beginning in early 2012. Bunim/Murray joins a growing number of professional users who have returned to using Avid solutions from Final Cut Pro to meet their production workflow requirements. Additionally, as part of this implementation, Bunim/Murray also plans to deploy an [Avid ISIS® 5000](#) shared storage system to effectively store and share media across its organization.

Widely credited with creating the reality television genre with its hit series *The Real World*, Bunim/Murray is an Emmy Award-winning production company that continues to lead the way with popular programs, including: *Keeping up with the Kardashians*, *Kourtney & Kim Take New York*, *Project Runway*, and more. Following recent market shifts, Bunim/Murray reconsidered its professional video editing software options and was looking for a software provider whose professional editing solution met their needs — today and into the future.

"Due to the large volume of media generated by our reality shows, we needed to re-evaluate our editing and storage solutions. At the same time, we were looking for a partner who would understand our long-term needs," said Mark Raudonis, senior vice president of Post Production at Bunim/Murray. "As we talked with Avid, it was clear that the company has really forged ahead since we worked with them years ago. Their commitment to the needs of their professional customers, like us, is clear. And, with the introduction of Media Composer 6, they really raised the bar and have a vision for the future that makes them the right choice for our business."

Working closely with Avid and its reseller partner Key Code Media, Bunim/Murray ultimately selected Avid for its long-term commitment to the professional market as well as continued technology innovation, including the ability to integrate Media Composer 6 and Symphony 6 into its existing infrastructure with the new Avid Open I/O and enhanced Pro Tools® interoperability. With the addition of the new Symphony 6 software solution with Total Conform, which allows for smooth transfer of offline projects in Media Composer to Symphony for online editing and finishing, and advanced finishing and mastering capabilities, Bunim/Murray can more easily complete all of its mastering work in-house.

"With the Avid Open I/O, we won't need to change out any of the hardware from our existing editing stations. Instead it's just a software install. In addition, we've always used Pro Tools, so we're looking forward to saving time and gaining added efficiencies through Media Composer and Pro Tools interoperability," added Raudonis.

"Bunim/Murray is a recognized leader in reality television, and we're honored to have the opportunity to work closely with them and provide them with the capabilities they require to support their demanding production requirements," said Kirk Arnold, chief operating officer at Avid. "This announcement also reflects our continued customer focus, and we will continue to listen and work together with our customers to deliver powerful and versatile solutions."

About Bunim/Murray Productions

Bunim/Murray Productions is the leading producer of innovative entertainment content. The Emmy Award-winning company is widely credited with creating the reality television genre with its hit series *The Real World* (25 seasons for MTV). Bunim/Murray continued to innovate with the first reality game show, *Road Rules* (MTV), in 1995; the first reality sitcom, *The Simple Life* (E!), in 2003; and the first reality soap opera, *Starting Over*, in 2003. Bunim/Murray's current programming includes *The Bad Girls Club*, *Love Games* and the upcoming *Best Ink* (Oxygen), *Keeping up with the Kardashians*, *Kourtney & Kim Take New York* and *Khloe & Lamar* (E!), *The Real World* and *The Challenge* (MTV) and *Project Runway* and *Project Runway All Stars* (Lifetime). Bunim/Murray Productions has launched additional entities including M Theory Entertainment, BMP Films and M Music. BMP Films produced *Pedro* (MTV) and the Emmy Award-winning *Autism: The Musical* (HBO). Based in Van Nuys, CA, Bunim/Murray Productions was founded in 1987 by Jonathan Murray and the late Mary-Ellis Bunim. The company joined Banijay Group in 2010.

About Avid

Avid creates the digital audio and video technology used to make the most listened to, most watched and most loved media in the world — from the most prestigious and award-winning feature films, music recordings, television shows, live concert tours and news broadcasts, to music and movies made at home. Some of Avid's most influential and pioneering solutions include Media Composer, Pro Tools, Interplay®, ISIS®, VENUE, Sibelius®, System 5, and Avid Studio. For more information about Avid solutions and services, visit www.avid.com, del.icio.us, [Flickr](#), [Twitter](#) and [YouTube](#); connect with Avid on [Facebook](#); or subscribe to Avid [Industry Buzz](#).

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