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## Avid Changes the Game with Integrated Sports Workflow Solutions

**End-to-end solutions for sports broadcasters who want to accelerate production, improve productivity, and deliver the highest-quality content possible to audiences**

AMSTERDAM, Netherlands, Sept. 09, 2016 (GLOBE NEWSWIRE) -- IBC (Hall 7, Booth #J20) -- [Avid®](#) (Nasdaq:AVID) today announced integrated, end-to-end sports solutions that cover every type of production, from small and mid-sized studio organizations, all the way to large broadcasters and remote productions. Powered by the [Avid MediaCentral® Platform](#), the new sports workflow provides best of breed tools tightly integrated into a single powerful solution. The sports workflow solution offers everything a sports broadcaster needs to differentiate their brands, create engaging content, and optimize the value of their media.

"Live sports are perhaps the most intense production environment there is, and great productions are rewarded by high ratings and devoted fans," said Alan Hoff, vice president, Market Solutions at Avid. "We have put together a winning team of solutions so that organizations of all types and sizes, from outside to remote production, as well as collegiate, can get in the game."

The new sports workflow offering provides organizations with powerful sports tools integrated into a solid solution at a competitive price. Each solution contains everything needed for the fast turnaround world of live sports, centered on the PlayMaker sports ingest, replay and playout server, Spark sports enhancement, and complemented by [Avid NEXIS®](#) shared storage, [Media Composer®](#) editing, and [Interplay® | Production](#) asset management. Even basic installation and training are included in the package.

### New sports workflow solutions announced at IBC 2016 include:

- | **Avid Sports Solution | Studio** for medium and small sized broadcasters
- | **Avid Sports Solution | Remote Productions** for big sports and remote productions
- | **Avid Sports Solution | Trucks** for OB, outside, and remote productions
- | **Avid Sports Solution | EDU** for colleges and educational facilities

### Availability

The new sports solutions are expected to be available in Q4 2016.

### 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](http://www.avid.com), connect with Avid on [Facebook](#), [Instagram](#), [Twitter](#), [YouTube](#), [LinkedIn](#), or subscribe to [Avid Blogs](#).

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