



Avid to Showcase Game Content Creation and Asset Management Solutions at GDC 2005

TEWKSBURY, Mass.--(BUSINESS WIRE)--March 2, 2005--Avid Technology, Inc. (NASDAQ: AVID) today announced that it will demonstrate its industry-leading computer graphics technology at the 2005 Game Developers Conference (GDC), to be held in San Francisco, Calif. March 9 - 11, in booth 413. Technology demos will feature SOFTIMAGE® digital content creation tools and Alienbrain® asset management software, offering attendees a look at the power and flexibility of Avid's integrated computer graphics solutions for game development.

"As consumers spend billions on video games each year, the expectations for greater realism and innovative storytelling are driving development studios to deliver titles in less time while continuously improving the visual quality of the content," said Gregor vom Scheidt, vice president for Avid's computer graphics solutions. "These increasing time and budgetary constraints are fueling the demand for content creation tools that integrate seamlessly into existing production pipelines and empower game developers to work more efficiently. Avid's asset management and content creation tools fit into virtually any existing game production environment, allowing professionals to focus on their creativity rather than the complex infrastructure that is required to get the job done."

During GDC 2005, Avid will showcase the role SOFTIMAGE®|XSI® v4.2 software plays within a game development pipeline, including demos with third-party development tools and a technology preview of the software optimized to run on 64-bit hardware. In addition, customers from Pandemic Studios (Star Wars Battlefront, Mercenaries) and Valve (Half Life 2) will demonstrate how they have created their best-selling games using SOFTIMAGE|XSI software. Gamers and enthusiasts can also attend a "modding" tutorial demo and learn how to use the SOFTIMAGE|XSI Mod Tool to create and modify characters, props, and scenery within game engine technology.

Avid will also show Alienbrain Studio v7.1, its award-winning asset management system, as the center of a game development pipeline. Attendees will be able to see first-hand how Alienbrain Studio allows entire development teams to significantly improve their productivity with workflow and collaboration tools. A pipeline demo will focus on how to optimize the Alienbrain Studio system for better integration into complex game development environments and will highlight the openness of the software with a variety of third-party content creation tools. Customers from TOSE Software - a Tokyo-based game developer - will discuss how the remote collaboration functionality of the Alienbrain Studio software has helped them to deliver on their project commitments while working in multiple locations.

For more information about Avid at GDC, please visit: <http://www.softimage.com/GDC05>.

About Avid Technology, Inc.

Avid Technology, Inc. is the world leader in digital nonlinear media creation, management, and distribution solutions, enabling film, video, audio, animation, games, and broadcast professionals to work more efficiently, productively, and creatively. For more information about the company's Oscar®, Grammy®, and Emmy® award-winning products and services, please visit: www.avid.com.

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