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Millersville University Chooses Avid for End-to-End Media Production Environment

Integrated, Efficient Workflow Based on the Avid MediaCentral Platform Empowers Leading University to Prepare Media Students for Future Career Success

BURLINGTON, Mass., June 10, 2014 (GLOBE NEWSWIRE) -- Avid® (OTC:AVID) today announced that Millersville University, recently named 22 in the category of "Top Public Schools" -- Regional Universities (North) by U.S. News & World Report, has implemented a complete end-to-end Avid workflow for its state-of-the-art media production facility. By choosing Avid solutions, Millersville University is helping students learn the industry-standard tools and infrastructure used in professional production environments.

"Millersville University is an academic leader, and understands that the media professionals of tomorrow need to be adept at the entire creation-to-consumption workflow," said Jeff Rosica, senior vice president of Worldwide Field Operations at Avid. "That's exactly what the Avid Everywhere™ vision is all about. By getting on the Avid MediaCentral Platform and implementing Avid's proven and trusted broadcast, video, and audio applications, Millersville is giving students the real-world experience they need to excel in a challenging and constantly evolving media industry."

The Millersville University Communication and Theater Curriculum offers students a variety of options, including documentary filmmaking, broadcast news reporting, and digital media creation. In order to provide students with the tools they need to create high-quality, inspiring content, Millersville recently decided to invest in upgrading their media production workflow.

After researching solutions from a variety of providers, Millersville decided to implement a full end-to-end workflow built on the Avid MediaCentral Platform. Now, from the first day students enter the campus, they have access to a state-of-the art, fully integrated and efficient workflow that covers every aspect of broadcast production and audio and video creation.

Millersville students use powerful creative tools from the Avid Artist Suite, including Media Composer® and Media Composer | Symphony® Option for creating video projects, and Pro Tools® | Software, Pro Tools | HDX, and Mbox® for audio creation and production tasks.

The university also needed a centralized storage and media management solution that would allow students to access their media from any editing computer in the facility, and enable easy collaboration on projects. Millersville chose powerful media management solutions from the Avid Media Suite, and fast and efficient storage solutions from the Avid Storage Suite.

"We chose Avid ISIS® and Avid MediaCentral | UX because they have worked extremely well for other schools and media organizations," says Mark Mullen, Broadcast Systems Specialist at Millersville University. "Avid provides the proven tools, workflow, and infrastructure we need to help students realize their creative potential and prepare for rewarding careers in the industry."

"Knowledge of Avid solutions is very valuable to students after graduation," concludes Mullen. "Other media companies seem to be focusing more on the consumer market; however Avid remains concentrated on the unique needs of professional customers. We see this as the beginning of a long and fruitful partnership with Avid, and look forward to meeting the educational needs of students together."

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 for the most listened to, most watched and most loved media in the world—from the most prestigious and award-winning feature films, music recordings, and television shows, to live concerts and news broadcasts. Industry leading solutions include Pro Tools®, Media Composer®, ISIS®, Interplay®, and Sibelius®. For more information about Avid solutions and services, visit www.avid.com, connect with Avid on Facebook, Twitter, YouTube, LinkedIn, Google+; or subscribe to Avid Blogs.

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