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## **Avid Everywhere Enables Arab Telemedia Group to Move Into the Future of Hi-Res Production**

### **Avid MediaCentral Platform Helps Award-Winning Jordanian Production House Streamline Operations, Meet the Challenges of Working With 4K, and Deliver the Highest Quality Content**

AMSTERDAM, The Netherlands, Sept. 12, 2015 (GLOBE NEWSWIRE) -- **IBC (Hall 7, Booth #J20)** - Avid® (Nasdaq:AVID) today announced that Arab Telemedia Group, an award-winning production house based in Jordan, has embraced [Avid Everywhere™](#) to improve operational efficiency, handle the challenges of working with 4K, and quickly produce a high volume of media under tight deadlines. The new end-to-end workflow, which is built upon the [Avid MediaCentral™ Platform](#) and includes solutions from Avid, SGL, and Spectra Logic, enables Arab Telemedia Group to streamline its technical operations and dramatically increase ROI.

"Production companies like Arab Telemedia Group face increasingly intense competition and shrinking budgets, so it is crucial to implement cutting-edge solutions that improve operational efficiency and enhance production quality," stated Tom Cordiner, Vice President of International Sales at Avid. "Avid Everywhere enables Arab Telemedia Group to streamline its production process, integrate solutions from multiple vendors, and deliver the highest quality content to audiences locally and worldwide."

As a leading production house, Arab Telemedia Group produces a high volume of content, often under intense deadlines. In the past, fragmented technology workflows slowed turnaround times and made it difficult to access and monetize archived media. They also needed to begin producing content in 4K without dramatically straining their production infrastructure.

"We are the first production house in our region to base our workflow around 4K production and the Avid DNxHR™ codec, which enables us to quickly adapt to the evolving requirements of high resolution media," said Talal Awamleh, CEO of Arab Telemedia. "This is a huge investment for a production house in this region, and it ensures we will remain competitive for years to come."

In order to streamline and centralize its media production processes, Arab Telemedia Group implemented advanced media management solutions from the [Avid Media Suite](#), including [Interplay® | Production](#) and [Interplay | Archive](#) media asset management systems, [Interplay | Capture](#) ingest control, and Avid [MediaCentral | UX](#), the cloud-based, web front-end to the Avid MediaCentral Platform.

To effectively archive a massive volume of 4K media, Arab Telemedia Group deployed cutting-edge media storage solutions from the [Avid Storage Suite](#), including multiple [ISIS® shared storage](#) systems and [AirSpeed®](#) servers. Thanks to the openness of Avid Everywhere, contributors throughout the organization can now quickly access and monetize the extensive archive of valuable media assets.

Industry-leading [Media Composer®](#) video editing software with [Avid Resolution Independence](#) gives Arab Telemedia's creative teams the ability to acquire, edit, and deliver content in any format and resolution, from 4K and beyond. Media Composer's floating licensing enables Arab Telemedia Group to easily share licenses across its entire network and scale workgroups on demand.

In order to archive new 4K productions, plus a large amount of older HD productions, Arab Telemedia chose a Spectra Logic T380 tape library that offers archive capability and proven integration with Avid. SGL FlashNet fully integrates the tape archive into the Avid workflow, providing cost-efficient and effective archiving of 4K projects. SGL's Storage Manager rules engine provides highly sophisticated use of the archive 24/7, during a continually changing production environment.

The new workflow gives Arab Telemedia Group a secure, reliable, and streamlined solution that enables them to easily ingest, edit, and distribute a high volume of 4K rushes.

#### **About Arab Telemedia Group**

Arab Telemedia Group has been in operation for more than 30 years, creating thousands of hours of original, high quality television. In 2008, its original series *Al Ijtayah (The Invasion)* won the first Emmy award for a foreign telenovela. The group is involved in every step of the creative and production processes, from development and research to production and distribution.

Visit [www.arabtelemedia.net](http://www.arabtelemedia.net)

## 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 AirSpeed®, Media Composer®, ISIS®, Interplay®, 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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