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## Media Visionaries Join Avid Connect 2016 to Define the Future of the Industry

### Avid announces impressive line-up of speakers and contributors to share their insights at the annual Avid Customer Association event

BURLINGTON, Mass., March 17, 2016 (GLOBE NEWSWIRE) -- [Avid](#)<sup>®</sup> (Nasdaq:AVID) today announced exciting developments in its preparation for Avid Connect 2016, the annual gathering of the [Avid Customer Association](#) (ACA) where hundreds of media professionals gather in person to discuss the latest industry trends and the future of the industry. The event will be held April 16-17, 2016 at Wynn Las Vegas prior to the NAB Show.

In his visionary opening keynote session the morning of Saturday, April 16, Avid Chairman, President, and CEO Louis Hernandez, Jr. will reveal the company's latest innovations and the next phase of Avid Everywhere. Attendees will also hear from media organizations and developers about their business transformations with the [Avid MediaCentral™ Platform](#), and what the unprecedented openness and integration of the platform has allowed them to achieve.

Avid Connect will feature influential and thought-provoking keynotes, content-rich technical and business sessions, insights from professionals and visionaries from a number of broadcast and media organizations, and more. Speakers include Darryl Jefferson, VP, Digital Workflow, NBC Sports Group, Andy Beale, Chief Engineer at BT Sport, Academy Award-nominated supervising sound editor and sound designer Martin Hernandez (*The Revenant*, *Birdman*, *Into the Wild*), sound supervisor, sound designer and re-recording mixer Will Files (*Star Wars Episode VII - The Force Awakens*), and accomplished editor Paddy Bird (*X Factor*, *Big Brother*, *Wife Swap*).

Run by a dedicated group of global media leaders and visionaries, the ACA provides essential strategic leadership to the media industry. The multifaceted program engages an extensive network of broadcasters, creative professionals, and other media and technology partners to address the most important strategic issues facing the community and work together to shape the future proactively. Avid Connect 2016 provides an incredible opportunity for Avid customers to network with peers from around the world, interact with the Avid management team, and make their voices heard through formal feedback sessions on Avid's strategy, products, and services.

"We're looking forward to building on the success of last year's sell-out event with a phenomenal line up of speakers at Avid Connect 2016," said Mr. Hernandez. "Now in its third year, the huge success of Avid Customer Association demonstrates the need for the industry to work together to solve our customers' most urgent needs and define the future of the industry. Avid Connect is where this happens."

The growing list of Avid Connect and ACA sponsors currently includes leading companies including AMD/Dell, Aspera, an IBM company, Bluefish 444, Blackmagic Design, Cinedeck, CTG, DDN, File Catalyst, Global Logic, Glookast, G-Technology, HB Communications, LaCie, Masstech, PACE, Pronology, Spectra Logic, Telestream, Root 6, SGL, StorageDNA, and x.news.

"Information sharing is the greatest resource when it comes to networking," said Jonathan Abrams, chief technical engineer, Nutmeg Post. "The Avid Customer Association provides an excellent forum for exactly that."

For more information about Avid Connect 2016, including a complete agenda and registration details, visit [www.avidcustomerassociation.com/2016](http://www.avidcustomerassociation.com/2016).

For more information about the ACA and to join, visit: [www.avidcustomerassociation.com](http://www.avidcustomerassociation.com).

#### 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®, ISIS®, 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](#),

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