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Avid Reinforces Strategic Leadership and Community Engagement With Amsterdam Event

First European Gathering of the Avid Customer Association Underscores the Worldwide Momentum of Avid Everywhere; Provides Forum to Address the Media Industry's Most Strategic Issues

AMSTERDAM, Netherlands, Sept. 11, 2014 (GLOBE NEWSWIRE) -- **Avid Connect Europe** -- Avid® (OTC:AVID) today announced that Avid Connect Europe, the European gathering of the [Avid Customer Association](#) (ACA) is now under way at Hotel Okura in Amsterdam. With hundreds of broadcast, pro video, and pro audio leaders, technology and creative professionals, and industry influencers in attendance, Avid Connect Europe extends the strategic leadership and engagement that began just five months ago with the oversubscribed global inaugural event in Las Vegas.

"Avid Connect Europe is the culmination of more than 100 Avid Everywhere events held after the overwhelming response to our inaugural ACA gathering where over 1,000 thought leaders, industry influencers, and creative professionals stepped up to help lead the industry forward," said Louis Hernandez, Jr., president and CEO of Avid. "As we continue through our first year of this incredibly ambitious journey, at Avid Connect Europe the ACA is continuing to forge close relationships among Avid, our customers, partners, resellers, and manufacturers from around the world—providing much needed strategic leadership to address the media industry's most important issues together."

At a general session held earlier today, Mr. Hernandez and other senior Avid executives provided an update on products delivered and the momentum experienced since the initial [Avid Everywhere](#) reveal in April—and unveiled the next phase in the company's vision for the future of the media industry. Anthony Rose, co-founder and CTO of Beamly, and former CTO of BBC iPlayer, YouView, Altnet, Kazaa, and Brilliant Digital, delivered the keynote address focused on "The Quest for Certainty."

This afternoon, a full roster of educational track sessions will take place to further demonstrate how Avid Everywhere is transforming the broadcast, video, and audio industries. Attendees will see firsthand how the Avid Everywhere vision and the [Avid MediaCentral Platform](#) are enabling media organizations and professionals to connect with audiences in more powerful, collaborative, and efficient ways.

"As Chairman of the Executive Board of the Avid Customer Association, I am delighted to see that the advisory councils have continued the meaningful and productive interactions that began at Avid Connect in April," stated David Mash, senior vice president for innovation, strategy and technology at Berklee College of Music. "I am excited about working to transform the industry together with Avid as the future unfolds."

The ACA was announced at IBC in September 2013 as a comprehensive initiative designed to provide essential strategic leadership to the media industry, collaborate with key industry leaders and visionaries, and deepen relationships between Avid and its customers. As a program run by and for the media community, the ACA is working to address and solve the most important issues facing the media industry today.

For more information about the Avid Customer Association and to register for Avid Connect 2015—the next major gathering of the ACA—please visit the [Avid Customer Association website](#).

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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