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Emerging Music Star Butterscotch Relies on Avid to Bring New Single and Music Video to Life

Avid Artist Suite solutions deliver creative and collaborative tools to tell up-and-coming artist's powerful personal story

BURLINGTON, Mass., July 19, 2016 (GLOBE NEWSWIRE) -- [Avid®](#) (Nasdaq:AVID) today announced that upcoming music talent [Butterscotch](#)—the world's first female beatbox champion and *America's Got Talent* finalist—has created her latest single and music video, *Accept Who I Am*, using Avid Artist Suite solutions powered by the Avid MediaCentral™ Platform. By using the Artist Suite's creative tools, Butterscotch and her team were able to collaborate efficiently to tell a deep personal story.

[Accept Who I Am](#) features Butterscotch's unique combination of singing and beatboxing, accompanied by powerful imagery in her music video. Butterscotch relied on the industry-standard digital audio workstation, [Avid Pro Tools®](#) to record and edit the track.

"I sent the song to my producer, Jim, and he also uses Pro Tools," said Butterscotch. "I was able to come in and record the vocals and we found a great sound for my beatboxing and vocals. Pro Tools helped make this project as big as it could be."

"I use Pro Tools in every way possible. It's the most versatile of all recording software — it has the most options and is the easiest to use," said producer Jim Greer. "As fast as I can think of something, Pro Tools can do it. The new collaboration feature in Pro Tools is amazingly handy when you live in different cities. You can be working on the song at the same time, talking back and forth about it — it takes down barriers. You don't have to worry about the distance anymore."

Ali Mao, of [Arcade](#) in New York, worked closely with director and choreographer Mary John Frank to edit the video for *Accept Who I Am* using the preeminent editing system [Avid Media Composer®](#). Mao made full use of the software's extensive creative tools for the offline edit by using color correction and effect tools to help tell the story of the personal struggles that Butterscotch has overcome.

"It's already a challenge to make a music video, but one that's about your life and representing all the bad things you went through — it was heavy!" said Butterscotch. "Ali and I wanted the inside shots to be black and white, because that's the turmoil that I went through back in the day. She made everything super clean using Media Composer."

"It's always exciting to support up-and-coming artists like Butterscotch early on in their careers," said Jeff Rosica, Senior Vice President, Chief Sales & Marketing Officer at Avid. "Designed to enable artists to create and collaborate to tell their stories, Avid Artist Suite solutions gave Butterscotch and her team the tools they needed to tell her powerful, self-affirming story."

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®, Interplay®, Avid NEXIS™, ProSet and RealSet, Maestro, PlayMaker, and Sibelius®. For more information about Avid solutions and services, visit www.avid.com, connect with Avid on [Facebook](#), [Instagram](#), [Twitter](#), [YouTube](#), [LinkedIn](#), or subscribe to [Avid Blogs](#).

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