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Radio Television of Serbia Selects Avid to Accelerate Content Creation and Distribution

In continuation of Avid's growing momentum in Eastern Europe, Serbia's largest public broadcaster adds significantly to its existing Avid workflow

BURLINGTON, Mass.--(BUSINESS WIRE)-- Avid® ([NASDAQ: AVID](http://NASDAQ:AVID)) today announced continued momentum in Eastern Europe with Radio Television of Serbia (RTS), Serbia's leading public broadcaster, significantly adding to its investment in Avid's best-in-class broadcast solutions. The investment will enable RTS to streamline media asset management and enable the broadcaster to accelerate the creation, repurpose, monetisation and distribution of high-quality, compelling content across multiple platforms.

Nenad Cukalovic, head of TV technology at RTS, said: "The volume of media assets we're handling has increased fourfold over the past 12 months, accelerating the need for us to streamline our operational efficiencies and rethink how we handle, store and access our media content. We've experienced many years of success with Avid solutions as they are trusted and reliable, so it made perfect sense for us to build upon our existing Avid infrastructure and invest in a set of open and integrated solutions that future-proof our digital workflow."

Building on its existing core Avid infrastructure of news management, editing solutions and shared storage in its Belgrade headquarters, RTS' investment exponentially increases the broadcaster's operational efficiencies. The Avid workflow empowers it to handle increased amounts of media and efficiently capture and manage content, resulting in streamlined collaboration across the broadcaster's regional sites and faster delivery of content to its television, radio and internet outlets.

Christopher Brennan, managing director for Central and Eastern Europe, Middle East and Turkey at Avid, added: "RTS' additional Avid investment is yet another example of how we're continuing to build momentum in the region and enable the largest broadcasting corporations to manage and optimise their assets through integrated, end-to-end workflows. RTS is well known for its innovation, and with a set of powerful and versatile solutions as the backbone of its operation, we're helping it to maintain and develop its vision."

The new investment comprises an [Avid Interplay® Production](#) asset management system, [Avid Interplay® Central](#) for remote working, [Avid AirSpeed® 5000](#) ingest servers, and [Avid Pro Tools® |HDX](#) audio mixing and editing system. RTS also plans to add it its existing [Avid ISIS®](#) shared storage system.

The installation is being implemented by Avid reseller, Amisys Group, a Serbian systems integrator, and is projected to be completed in December 2013.

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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