

Avid Announces Winners of "Music in Motion with Pro Tools | First" Contest

Top industry producers selected the winning entries from hundreds of Pro Tools | First users from around the globe — giving the winners a chance of a lifetime

BURLINGTON, Mass., Nov. 04, 2016 (GLOBE NEWSWIRE) -- Avid® (Nasdaq:AVID) today announced the five winners of *Music in Motion with Pro Tools® | First*, a contest that gave aspiring artists a once-in-a-lifetime opportunity to get real-world feedback and session time with top music producers. As part of Avid's commitment to giving aspiring professionals access to the best individual creative tools at every step of the workflow, the contest offered them the chance to create professional-sounding tracks using the very same tools that the world's top music professionals use on the industry's most open and integrated platform.

Hundreds of contestants used <u>Pro Tools | First</u>, the free version of the industry-standard <u>Pro Tools</u> digital audio workstation (DAW), to record their demos. World-class producers from Avid's influential and collaborative customer community selected the winners.

In the USA:

- Jason Evigan (Rihanna, Demi Lovato, Madonna) chose Villain Lighting
- Jesse "Corparal" Wilson (Sam Smith, Maroon 5, Wiz Khalifa) chose Dalton Boles

In Europe, Middle East, India and Africa, Avid collaborated with <u>Mix With The Masters</u>, an online community and seminar series for engineers and producers:

- Andrew Scheps (Red Hot Chili Peppers, Adele, Metallica, Jay-Z, Low Roar) chose **Simon Carpentier** as winner of the Songwriter category
- Tchad Blake (Arctic Monkeys, Peter Gabriel, Pearl Jam, Sheryl Crow, The Black Keys) chose **Aurelien Gana** as winner of the Bedroom Producer category
- Marek Pompetzki and his partners Paul NZA and Cecil Remmler (Sido, Aloe Blacc, Miley Cyrus, Namie Amuro, Kelly Rowland) chose **Konstantin Reicheld** as winner of the Beat Maker category

"This was a great experience not only for the participants, but for me as well," said Jesse 'Corparal' Wilson. "Each artist has their own vibe and sound and it was a tough decision picking a winner as they're all talented in their own way. It was great jumping in the studio with Dalton Boles and working on his music with Pro Tools. He's a talented artist and I think we both learned a lot from this opportunity Avid created."

Boles has used Pro Tools as his main DAW for mixing and mastering for several years. "It's absolutely the most intuitive DAW for mixing—everything's clean and effortless," said Boles. "The contest was an incredible opportunity. I've said thank you to a hundred different people, but I can't say it enough."

The winners won feedback and session time with their judges as well as a complete studio setup featuring Pro Tools, <u>Pro Tools | Quartet, Eleven® MK II</u>, and <u>Classic Compressors Bundle</u>.

"This is the reason we created Pro Tools | First: to give aspiring artists who are trying to break out into the industry the same music creation capabilities top artists and recording studios use worldwide," said Avid Chairman, President and CEO Louis Hernandez, Jr. "We're delighted to be able to offer these aspiring artists the chance to work with top industry professionals. It's clear from this contest that there are a lot of incredible music talents around the globe just waiting to be discovered."

Pro Tools | First is simple enough for beginners and sophisticated enough for the experienced musician. Artists can quickly turn ideas into professional-sounding songs by recording, using software instruments, and applying audio effects. To expand their creative toolset further, the integrated Avid App Store provides a world of affordable AAX plug-ins and "First" bundles in the Avid Marketplace that make creating, shaping, and enhancing sounds quick and easy. With the most flexible delivery and pricing options, Pro Tools | First also accommodates the mobile lifestyle of artists and aspiring pros, allowing users to save and manage sessions securely in the cloud when logged into an Avid account from any Mac or PC with Pro

Tools | First installed.

Follow Avid's Music in Motion blog for more information about the contest winners and the producers they worked with.

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PR Contacts: Sara Griggs Avid sara.griggs@avid.com 310-907-6906