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Avid Live Systems Power Austin City Limits Music Festival

Trusted live sound solutions provide unrivalled sound quality for 225,000 music fans at one of America's largest music festivals

BURLINGTON, Mass.--(BUSINESS WIRE)-- [Avid®](#) ([NASDAQ: AVID](#)) today announced that Avid's proven and trusted live sound systems played a key role at the 2013 Austin City Limits Music Festival. The systems provided top-quality sound for some of the world's most notable acts, including super-group Atoms for Peace, featuring members of Radiohead, The Red Hot Chili Peppers, and more.

The Austin City Limits Music Festival is renowned for the high-caliber live performances that entertain 225,000 music fans each year in Austin, Texas. The popularity and size of the 2013 event resulted in an expansion of the program to two consecutive weekends, accommodating performances by over 150 acts. Leading sound reinforcement companies LD Systems (Houston, TX), Big House Sound (Austin, TX), Crossroads Audio (Dallas, TX), Thunder Audio (Livonia, MI), and Miller Pro AVL (Austin, TX) used Avid systems to provide world-class live sound for the festival.

"Almost every artist at the event was using [Avid Profile systems](#)," stated Robert Ausmus, Director of Production Services for LD Systems.

"I use VENUE software's Virtual Soundcheck feature every day," added Sean "Sully" Sullivan, front of house engineer for Atoms for Peace. "With a festival the doors open early and you never see the bands for soundcheck. Virtual Soundcheck is crucial to get the rig to sound as expected—it's changed my game."

Using a variety of Avid live sound systems, the engineers and musicians easily managed the increasing scope, size, and complexity of the Austin City Limits Music Festival. The technical crews employed a mix of [Profile](#), [Mix Rack](#), and [SC48](#) systems at front of house and at monitors to deliver exceptional sound quality for all of the stages. In addition, [Avid VENUE software](#) enabled show file compatibility across systems, resulting in a streamlined, efficient process.

"Avid live systems continue to be a top choice for worldwide tours and musical festivals, with Austin City Limits as a premier example," said W. Sean Ford, vice president of Worldwide Marketing and CMO at Avid. "Avid solutions are so prominent at events like this because engineers and musicians require the proven reliability and mixing workflows that allow them to deliver the high quality sound these shows demand."

About Avid

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