



Avid to Demonstrate Computer Graphics Technology at SIGGRAPH 2005; Leading SOFTIMAGE|XSI artists will also showcase film, games, and broadcast projects

TEWKSBURY, Mass., Jul 18, 2005 (BUSINESS WIRE) -- Avid Technology, Inc. (NASDAQ: AVID) today announced that it will demonstrate its industry-leading computer graphics technology during SIGGRAPH 2005, in Los Angeles, August 2-4. The company will exhibit at two separate locations on the show floor: the Avid® Computer Graphics (booth # 1401), featuring SOFTIMAGE® digital content creation tools and Alienbrain® asset management software; and the Softimage Training Center (booth # 1039), where attendees can take advantage of free classes. In addition, the annual SIGGRAPH Softimage User Group will take place on Tuesday, August 2 at the Millennium Biltmore Hotel. During the event, Blur Studio, Hybride Technologies, Mainframe Entertainment, Ovation Studios, Stan Winston Digital and Studio Ghibli will showcase their work on a variety of film projects created with XSI®, including Sin City, Stuart Little 3, Barnyard, Fantastic Four and Howl's Moving Castle.

"The industry converges on SIGGRAPH every year to learn about the latest developments in the art and technology of computer graphics," said Gregor vom Scheidt, vice president of Avid Computer Graphics. "This year, Avid will show the most advanced technology in digital content creation and asset management, optimized for the latest hardware technology, including next-gen gaming consoles and 64-bit workstations. In addition, many of the industry's talented 3-D artists will demonstrate how they use Avid's CG tools to create stunning and complex visuals for film, broadcast and game design."

During SIGGRAPH 2005, Avid will showcase the role SOFTIMAGE|XSI software plays within 3-D production environments for full-length CG feature films, visual effects, television postproduction, and game development. A range of customers - including Code f/x, PSYOP, Valve, Shaw Science, Troublemaker Studios and UVPFACTORY - will present in the Avid Computer Graphics booth and discuss projects created with XSI software. Avid will also show Alienbrain Studio v7.1, its award-winning asset management system, providing attendees with the opportunity to see how Alienbrain Studio allows teams to significantly improve their productivity with workflow and collaboration tools.

In addition, XSI artists from a variety of companies, including CG Soup, Janimation, Pixel Liberation Front, Pixel Corps and Softimage, will present free technology seminars at the Softimage Training Center where students will have an opportunity to explore XSI in greater detail. The Training Center will also host several "Introduction to XSI" courses, taught by professional instructors from Montreal-based Centre NAD.

For more information about Avid at SIGGRAPH, please visit: <http://www.softimage.com/siggraph>.

About Avid Technology, Inc.

Avid Technology, Inc. is the world leader in digital nonlinear media creation, management, and distribution solutions, enabling film, video, audio, animation, games, and broadcast professionals to work more efficiently, productively, and creatively. For more information about the company's Oscar®, Grammy®, and Emmy® award-winning products and services, please visit: www.avid.com.

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