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Avid Marketplace Continues to Build Momentum as More Connectivity Partners Join the Avid App Store

Pro Tools, Media Composer, and VENUE Customers Can Easily Access a Growing List of Certified Effects, Sound Processing, Utility, and Instrument Plug-Ins From the Avid Marketplace

ANAHEIM, Calif., Jan. 21, 2016 (GLOBE NEWSWIRE) -- **NAMM (Hall A, Booth #6400)** -- Avid® (Nasdaq:AVID) today announced continued momentum for the Avid Marketplace, with a significant number of industry-leading 3rd party software developers joining the Avid Connectivity Partner Program and making their AAX audio plug-ins available for sale through the Avid Store. Customers can now find, buy, and rent an ever-increasing range of certified audio plug-ins, enabling them to explore new creative possibilities and produce the best-sounding mixes.

Avid manages relationships with over 100 Connectivity Partners to ensure the reliability and stability of all audio plug-ins, including a Connectivity Partner Certification program designed to help developers create the best-integrated tools, solutions, and services possible. New connectivity partners include AIR Music Technology, Crane Song, DISK Multimedia, Flux:: Sound and Picture Development, Mathew Lane, Metric Halo, Quiet Art, SONiVOX, Whole Grain, and Waves.

"The Avid Marketplace has grown considerably over the past year, and now offers customers a variety of powerful services, including the ability to conveniently and quickly purchase new plug-ins and apps as they are needed without interrupting the creative process," said Dana Ruzicka, Vice President and Chief Product Officer at Avid. "With new certified connectivity partners being added to the Avid Marketplace on a regular basis, customers now have even greater choice to acquire the tools they need to create the highest-quality content."

Additionally, Avid is introducing an enhanced in-app purchasing experience that allows Pro Tools customers to purchase and authorize Avid plug-ins from directly within Pro Tools. Customers can acquire plug-ins quickly and effortlessly, when they need them, without stopping the creative flow. This new technology will also streamline Avid Cloud Collaboration workflows by enabling all contributors to access the same set of tools. Pro Tools 12 in-app purchase capability is now available for all Avid plug-ins and will be available for Connectivity Partner plug-ins later in 2016.

Avid is also working closely with Connectivity Partners to enhance AAX plug-in features, including compatibility with Media Composer and VENUE software systems, and knob layout compatibility of plug-ins with Avid's Pro Tools | S3 and Pro Tools | S6 control surfaces, and the VENUE | S3L-X and VENUE | S6L live sound systems.

The Avid Marketplace allows customers to buy audio plug-ins that enhance the creative process, and have been tested to ensure stability within Pro Tools, Media Composer and VENUE software.

- | Pro Tools supports all AAX plug-ins now available via the Avid Marketplace
- | Media Composer supports AAX 64 Native effects and sound processing plug-ins certified as compatible with Media Composer 8.1 and higher
- | VENUE | S6L and S3L-X systems support AAX plug-ins certified as compatible with VENUE software

The Avid Marketplace leverages a users' Avid Master Account, the unique customer ID that makes it simple for customers to log-in to the store, purchase items, and manage their Avid software using one Avid Master Account credential.

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®, ISIS®, Interplay®, 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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