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## Avid Everywhere Helps Food Network Deliver Higher Quality Content, Faster

### Leading Cable Network Uses Avid MediaCentral Platform to Deliver High Quality Content to Viewers With Greater Speed and Efficiency

BURLINGTON, Mass., Aug. 19, 2014 (GLOBE NEWSWIRE) -- [Avid®](#) (OTC:AVID) today announced that Food Network, the leading television channel for food-based programming, has embraced the [Avid Everywhere](#) vision and implemented a fully integrated workflow based on the [Avid MediaCentral Platform](#). The workflow, comprised of industry-leading Avid solutions, is enabling Food Network to streamline production, enhance collaboration, and deliver high quality content to viewers.

"The Avid MediaCentral Platform is integral to Food Network's workflow," stated Tom Killoy, senior vice president of production operations at Food Network. "We're enjoying greater efficiency across the board with the Avid MediaCentral Platform."

The new end-to-end Avid workflow has enabled Food Network to streamline its entire production process. Food Network produces new programs each month, including everything from reality and competition-based shows to traditional instructional cooking programs. By leveraging solutions from Avid's [Artist Suite](#), [Media Suite](#), and [Storage Suite](#), all built upon the MediaCentral Platform, production teams can now create, manage, and distribute media in real time, from any location.

"By embracing Avid Everywhere and powering the workflow with the Avid MediaCentral Platform, Food Network is now able to deliver even higher quality content to viewers with greater speed and efficiency," stated Chris Gahagan, senior vice president of products and technology at Avid.

By implementing [Interplay® | Production](#) and Avid [MediaCentral | UX](#), editors are now able to upload, access, edit, share, log, track, and sync media and projects in real time—from any location. And when the content is no longer needed online, the team can easily move it from their [ISIS® shared storage](#) system to an archive and bring it back later if necessary.

"Now that we've implemented Avid MediaCentral | UX, we're able to instantly provide footage to our producers," stated Killoy. "The Avid MediaCentral Platform allows us to get the footage we need so we can produce promos faster than before."

#### 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](http://www.avid.com), connect with Avid on [Facebook](#), [Twitter](#), [YouTube](#), [LinkedIn](#), [Google+](#); or subscribe to [Avid Blogs](#).

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