



June 29, 2015

Avid Supports Aspiring Filmmakers at Sundance Institute Directors Lab for the 23rd Consecutive Year

Avid Everywhere Gives Emerging Filmmakers Access to Industry-Standard Workflows, Delivering on the Company's Commitment to Nurturing Independent Filmmakers

BURLINGTON, Mass., June 29, 2015 (GLOBE NEWSWIRE) -- [Avid®](#) (Nasdaq:AVID) today announced that it has renewed its support for the Sundance Institute Directors Lab at Sundance Resort in Utah as part of the company's commitment to developing the next generation of creative professionals, a key element of [Avid Everywhere™](#). Emerging filmmakers taking part in the month-long Lab will use creative applications and shared storage solutions—all powered by the [Avid MediaCentral Platform](#)—to help them hone their techniques.

The Directors Lab is an immersive, hands-on process in which eight independent filmmakers rehearse, shoot and edit scenes from their screenplays under the mentorship of Creative Advisors - accomplished directors, editors, cinematographers and actors. This year's Creative Advisors include Sundance Institute president and founder Robert Redford, directors Kasi Lemmons and Catherine Hardwicke, actor Ed Harris, actor and director Christine Lahti, director of photography Caleb Deschanel, and editors Dylan Tichenor, Affonso Gonçalves and Lee Percy. After the Lab, the filmmakers receive ongoing support from the Institute, including creative and strategic guidance, production and post-production resources, and financial support.

"Every year, emerging writers and directors participate in the Directors Lab to gain insight and guidance from experienced filmmakers," said Michelle Satter, Founding Director of the Sundance Institute Feature Film Program. "We're very grateful for Avid's continued support, which gives these singular filmmakers an invaluable opportunity to use the professional editing tools and workflows that the most accomplished film editors use."

The 2015 Directors Lab is using the [Avid Artist Suite's Avid Media Composer®](#), the industry's preeminent non-linear editing solution, and the [Storage Suite's Avid ISIS® 5500](#) shared storage solution.

"Avid is dedicated to developing the next generation of creative talent—a mission we share with Sundance Institute," said Jeff Rosica, senior vice president, worldwide field operations, Avid. "We're immensely proud to once again support the Institute in developing directors, and we look forward to seeing how Avid Everywhere helps this year's filmmakers bring their stories to life."

Directors Lab alumni include Quentin Tarantino, Paul Thomas Anderson, Rodrigo Garcia and Kimberly Peirce. Creative Advisors have included Alfonso Cuarón, Alexander Payne, Stanley Tucci, Kevin Tent, Barbara Tulliver, Sally Field, and Alfre Woodard.

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

© 2015 Avid Technology, Inc. All rights reserved. Avid, the Avid logo, Avid Everywhere, EUCON, Interplay, ISIS, Media Composer, Pro Tools and Sibelius are trademarks or registered trademarks of Avid Technology, Inc. or its subsidiaries in the United States and/or other countries. The Interplay name is used with the permission of the Interplay Entertainment Corp. which bears no responsibility for Avid products. All other trademarks are the property of their respective owners. Product features, specifications, system requirements and availability are subject to change without notice.

CONTACT: PRESS CONTACT:

Sara Griggs

Avid

sara.griggs@avid.com

310-907-6909



Source: Avid Technology, Inc.

News Provided by Acquire Media