



Avid Education Customers Achieve National Recognition at 2004-2005 College Television Awards

Avid and Digidesign products help students push creative boundaries to garner top honors in various categories, including Drama, Newscast, and Children's Programming

TEWKSBURY, Mass.--(BUSINESS WIRE)--March 31, 2005--Avid Technology, Inc. (NASDAQ: AVID) today announced that Avid education customers - including Lyndon State College; the USC School of Cinema-Television; and the UCLA School of Theater, Film, and Television - have received College Television Awards from the Academy of Television Arts & Sciences. Students from these schools used Avid® and Digidesign® products to create winning entries in the Drama, Comedy, Newscast, CGI, Magazine Show, or Children's Programming categories, demonstrating the widespread use of Avid's industry-standard video and audio solutions among students at top educational institutions.

Lyndon State College of Lyndonville, Vt., which won first place for its newscast "News 7," relies heavily on an end-to-end Avid broadcast production workflow. The school uses Avid NewsCutter® XP editing systems, an Avid iNEWS® newsroom computer system, an Avid Unity™ LANshare shared-storage network with MediaManager, and Avid AirSpeed™ systems.

"Without a doubt, our Avid environment played a key role in helping Lyndon State receive this prestigious award," said David Ballou, associate professor and co-chair, Department of Television Studies, Lyndon State College. "We were able to achieve an efficient and cohesive production workflow that cleared the way for us to concentrate on the quality and creativity of our newscast instead of the process. Our students can simply do more with Avid solutions."

Steve Chazin, director of product marketing for Avid, said, "The fact that so many of this year's College Television Award winners used Avid products is testament to the fundamental role that our education solutions play in preparing future generations of postproduction and broadcast professionals. Schools across the country recognize the importance of training their students on products that will make them productive in the classroom today while enabling them to succeed in the real world after they graduate. They turn to Avid year after year because our products offer the most robust features and are used in more professional facilities than any other offerings."

Each year, the Academy of Television Arts & Sciences presents the College Television Awards to recognize film and video production excellence among college students. The highlight of the competition is the gala Awards Ceremony, which took place this month in Los Angeles. More than 400 industry representatives, including Academy members and governors, students, academics and the press, attended the ceremony.

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: <http://www.avid.com>.

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