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Prime Focus Selects Avid to Power Its Creative Workflow

Avid continues to demonstrate its unwavering commitment to professional video editing as global post production house becomes the latest facility to select Media Composer 7

BURLINGTON, Mass. BURLINGTON, Mass.--(BUSINESS WIRE)-- [Avid®](#) ([NASDAQ: AVID](#)) today announced that pioneering global visual entertainment services group, [Prime Focus](#), has selected Avid to power its creative workflow in its UK broadcast facility. Featuring Avid Media Composer®, the industry's preeminent professional nonlinear editing solution, this implementation will enable Prime Focus to deliver high quality, inspiring content to its worldwide television, advertising, and film client base while at the same time benefiting from a vastly more productive and efficient operation.

As the post-production industry continues to see client budgets and profit margins squeezed, there is a relentless pressure for facilities to gain better operational efficiencies. Its new Avid-based workflow will enable Prime Focus to speed up the creative process and work more efficiently across multiple projects to deliver a seamless client experience. The new workflow is also designed to be flexible to meet the exacting and ever-changing demands of the media landscape today, and in the future.

The investment, made through, installed and supported by Avid Elite Reseller [Tyrell](#), comprises 30 Avid Media Composer 7 seats with Mojo DX interfaces, and three Avid Symphony Nitris systems.

Prime Focus will gain a host of operational efficiencies from the industry's preeminent editing software. The ability to edit and ingest simultaneously will save the company valuable time and free up artist resources, as craft editing work can begin instantaneously. Additionally, the smooth integration with Prime Focus' existing Avid audio and finishing solutions means the facility will be able to deliver ever more complex projects through its seamless, end-to-end, tapeless workflow.

"When a client comes to Prime Focus they expect us to be using the best-in-class creative solutions," said Rowan Bray, managing director of Prime Focus UK. "Avid is the industry standard for the post industry, so having its technology at the heart of our facility means clients will have an enjoyable and faultless experience with us, every time."

Andrew Condie, group head of operations at Prime Focus UK, added: "Above everything else, we need a professional grade workflow that has proven reliability and flexibility, with top-end creative tools, to allow us to deliver quality work to our clients, more efficiently. Avid solutions deliver on this promise. With this investment we're ensuring we remain cutting-edge and agile to meet our clients' current and future needs."

"Over the past few years it's evident that Avid has made a significant effort to make its solutions open with third party plug-ins. This fills me with tremendous confidence of further market-leading developments in the future," continued Condie.

Tom Cordiner, vice president of international sales at Avid, added: "We're seeing strong momentum building for Media Composer 7 and we're delighted that Prime Focus, one of the leading global facilities, has chosen to future-proof its workflow by putting it at the heart of its Avid-based media operation. The release of Media Composer 7 reinforced Avid's unwavering commitment to the professional video editing community, and underlines the importance we place on innovation to meet our users' needs." The installation will be completed by fall.

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, connect with Avid on [Facebook](#), [Twitter](#), [YouTube](#), [LinkedIn](#), [Google+](#); or subscribe to [Avid Blogs](#).

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