



Avid Customers Continue Annual Winning Streak at 2011 Oscar, GRAMMY and ACE Eddie Awards

BURLINGTON, Mass.--(BUSINESS WIRE)-- Avid® ([NASDAQ: AVID](#)) customers have once again topped the list of award nominees and winners at the world's most prestigious ceremonies that honor music, film and television industry professionals. The success of Oscar® and ACE Eddie award-winning films like *The King's Speech*, *The Fighter*, and *Toy Story 3*, and GRAMMY® award-winning musical projects by Lady Antebellum, Eminem and Arcade Fire, demonstrates that professionals continue to rely on Avid's audio and video solutions—including [Media Composer®](#) and [Pro Tools®](#) software—as indispensable tools to achieve their creative vision, however they define it.

83rd Annual Academy Awards

More than 45 customers who used Avid audio and video solutions received nominations at the 2011 Annual Academy Awards® held on February 27, with Oscar wins going to customers in the Best Motion Picture, Sound Editing, Sound Mixing, Original Score, Original Song, Documentary Feature, Animated Feature, Visual Effects, and Foreign Language Film categories.

Ron Greenberg, Avid's Senior Vice President of Worldwide Marketing for Avid, commented, "This year also marks two important industry milestones, the first of which underscores the important role that education institutions play in teaching film and audio production — and we salute the many alumni from Full Sail University and the USC School of Cinematic Arts who were nominated this year." Avid products and solutions were used by 84 [Full Sail University](#) graduates on 23 Oscar nominated films in 2011, including Garry Rizzo, a Full Sail graduate and Pro Tools expert user who received an individual Oscar nomination in the Best Sound Mixing category for the film *Inception*. In addition, many alumni from the [USC School of Cinematic Arts](#) received individual Oscar nominations and used different Avid solutions, including Mark Stoeckinger for *Unstoppable* (Best Sound Editing) and Lee Unkrich for *Toy Story 3* (Best Animated Feature Film).

The second significant milestone relates to the audio post production industry, where for the past 11-consecutive years, every nominee for a Sound Editing Oscar has used a Pro Tools system.

Andrew Weisblum, who received both Oscar and ACE Eddie nominations for his editing work on *Black Swan*, said, "I spent half the shoot editing right on set with a laptop loaded with Avid Media Composer software. This approach was a huge part in our success in meeting the tight time constraints without sacrificing the creative integrity of the project. Working side-by-side with the director at that early stage of the filmmaking process created an environment of close collaboration that ensured my work aligned with his vision. With the mobile editing set-up, I was able to try different edits out immediately and make sure the sequences were timed correctly. This was particularly critical towards the last third of the film when the ballet and the film merge together."

53rd GRAMMY Awards

At the 53rd GRAMMY Awards held on February 13, 2011, more than 100 customers and music school graduates contributed to GRAMMY nominated projects, including those who recorded and mixed every song or album nominated for a 2011 GRAMMY Award in the Record of the Year and Album of the Year categories ([announced in a separate release](#)). Working on nearly 75 of the nominated projects, 25 Avid customers walked with GRAMMY gold, including those who contributed to Lady Antebellum's "Need You Now," Eminem's *Recovery*, Lady Gaga's *The Fame Monster*, and Arcade Fire's *The Suburbs*.

61st Annual ACE Eddie Awards

Each year, the ACE Eddie Awards recognize the most accomplished editors in television and film. Avid customers honored by the American Cinema Editors during a ceremony held on February 19, 2011, include:

- Chris Lebenzon, A.C.E., for *Alice in Wonderland* (Best Edited Feature Film — Comedy or Musical);
- Ken Schretzmann and Lee Unkrich, A.C.E., for *Toy Story 3* (Best Edited Animated Feature Film);
- Jonathan Schwartz for *Modern Family* (Best Edited Half-Hour Series for Television);
- Kate Sanford, A.C.E., and Alexander Hall for *Treme: "Do You Know What It Means"* (Best Edited One-Hour Series for Non-Commercial Television); and,

- Leo Trombetta, A.C.E., for *Temple Grandin* (Best Edited Miniseries for Motion Picture for Television).

About Avid

Avid creates the digital audio and video technology used to make the most listened to, most watched and most loved media in the world—from the most prestigious and award-winning feature films, music recordings, television shows, live concert tours and news broadcasts, to music and movies made at home. Some of Avid's most influential and pioneering solutions include Media Composer, Pro Tools, Interplay®, ISIS®, VENUE, Oxygen 8, Sibelius®, System 5, and Pinnacle Studio™. For more information about Avid solutions and services, visit www.avid.com, del.icio.us, [Flickr](#), [Twitter](#) and [YouTube](#); connect with Avid on [Facebook](#); or subscribe to Avid [Industry Buzz](#).

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