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UPDATE -- Momentum Gathers for the Groundbreaking Avid VENUE | S6L With Leading Live Sound Companies in Europe

Live Sound Companies Throughout Europe Embrace the Venue | S6L Mixing System to Deliver the Best Possible Sound Quality for the Most Demanding Tours and Events

BURLINGTON, Mass., Nov. 20, 2015 (GLOBE NEWSWIRE) -- [Avid®](#) (Nasdaq:AVID) today announced that leading sound companies in Europe have embraced the award-winning Avid [VENUE | S6L](#) live sound system. With the unprecedented processing power of the industry's most advanced live sound engine [VENUE | E6L](#), the flexibility to meet any live production requirements, and VENUE live systems' proven track record for tours and festivals, Europe's leading live sound companies are experiencing record customer demand for VENUE | S6L.

John Smith, director of Kingdom Services, who ordered VENUE | S6L from leading UK services supplier, SSE Audio Group, said: "Due to VENUE | S6L's ease of use, increased processing power and superior sound quality, it was the obvious choice to add yet another high-quality Avid product to our hire stock."

Wolfgang Neumann, managing director of Germany's 8days a week, said: "VENUE | S6L is the logical next step in the VENUE line of consoles with more power and great touchscreen workflows. VENUE | S6L is at the top product in our portfolio and I'm sure we'll see great adoption not only in touring but also for corporate events, musicals, theatre and classical productions."

Andy Huffer, sales director at HD Pro Audio in the UK, added: "Having been intimately involved with sales and support of the original VENUE platform since its launch in 2005, we're very excited to represent the next generation of large-format Avid consoles - VENUE|S6L. File compatibility with the current generation, coupled with an extensive feature set places it firmly at the forefront of modern digital mixing consoles. With multiple systems already back-ordered for our clients, we've been overwhelmed by the reaction to S6L and we're looking forward to many more years of success with Avid VENUE systems."

Other European live sound companies that have invested in VENUE | S6L include Wigwam Acoustics in the UK, TDA Rental, Satis&fy, and DuShow in France, among others.

VENUE | S6L is a fully modular, scalable live sound mixing system that delivers best-in-class functionality for a range of live sound mixing applications, including front-of-house, monitor, broadcast, theater, and more. Featuring modern, touchscreen workflows and the industry's most advanced live sound engine, VENUE | S6L offers unprecedented power to easily handle large, complex tours and events. Thanks to tight integration with industry-standard [Pro Tools®](#), VENUE | S6L functions as the perfect front-end to the [Avid MediaCentral Platform](#), the most open, end-to-end media management and distribution platform in the industry.

"As part of the VENUE line of the most trusted live mixing systems in the world, VENUE | S6L reinforces Avid's position at the forefront of live sound innovation," said Kyle Kim-Hays, senior vice president and chief marketing officer at Avid. "With demand for VENUE | S6L growing worldwide, Avid is poised to help live sound professionals to address the challenges of this rapidly evolving industry and take on the most complex performances."

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. Media organizations and creative professionals use Avid solutions to create the most listened to, most watched and most loved media in the world—from the most prestigious and award-winning feature films, to the most popular television shows, news programs and televised sporting events, as well as a majority of today's most celebrated music recordings and live concerts. Industry leading solutions include Pro Tools®, Media Composer®, ISIS®, Interplay®, ProSet and RealSet, Maestro, PlayMaker, and Sibelius®. For more information about Avid solutions and services, visit www.avid.com, connect with Avid on [Facebook](#), [Instagram](#), [Twitter](#), [YouTube](#), [LinkedIn](#), or subscribe to [Avid Blogs](#).

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