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Avid Everywhere Builds Momentum With Widespread Adoption and Rapid Growth of the Avid MediaCentral Platform

With Over 26,000 Subscribers Worldwide and a Growing Partner Ecosystem, the Avid MediaCentral Platform is Powering the Success of Top Media Organizations, Creative Teams, and Independent Professionals

AMSTERDAM, The Netherlands, Sept. 11, 2015 (GLOBE NEWSWIRE) -- **IBC (Hall 7, Booth #J20)** -- Avid® (Nasdaq:AVID) today announced that Avid Everywhere™ is continuing to build momentum in the media industry through the widespread adoption and rapidly growing partner ecosystem of the Avid MediaCentral™ Platform. With over 26,000 users worldwide, top media organizations, creative teams, and independent professionals are powering their workflows with creative solutions built upon the Avid MediaCentral Platform, the industry's most open, extensible, and customizable common services foundation.

"Last year, Avid introduced a powerful new platform designed to help media organizations, creative teams, and independent professionals meet their key challenges," said Avid Chairman, President and CEO Louis Hernandez Jr. "Now, with over 26,000 users and a growing ecosystem of companies creating platform-compatible products, it's clear that the industry is adopting the Avid MediaCentral Platform to speed workflows, enhance collaboration, and improve media production processes across the board."

The Avid MediaCentral Platform is the foundation of the Avid Everywhere vision, and is composed of four powerful product suites that provide professionals with the media tools they need to streamline their entire workflow, from media creation and collaboration, to delivery and monetization.

The Avid Media Suite is comprised of powerful solutions to manage, distribute, and monetize media, and there are now more than 26,000 users of Avid MediaCentral | UX, the cloud-based, web front-end to the Avid MediaCentral Platform. The Avid Artist Suite features industry-leading creative tools for audio, video, live sound, and graphics production, including Media Composer® video editing software and Pro Tools® digital audio workstations. The Avid Storage Suite is made up of fully integrated and connected Avid ISIS® shared storage systems. The newly announced Avid Studio Suite helps customers create captivating real-time graphics that enhance production value.

Spectra Logic, a leading provider of deep storage solutions, recently partnered with Avid to integrate Avid Interplay® | Archive with its BlackPearl™ Deep Storage Gateway. By offering a tightly integrated solution that includes the tape library hardware, middleware, an Interplay | Archive engine, and all the necessary professional services, Avid and Spectra Logic have created an archive solution that provides unprecedented value to content creators looking for a deep storage solution.

In addition to Spectra Logic, a rapidly growing number of leading technology providers are getting on the platform and developing compatible products using the Avid Connectivity Toolkit and Avid certification programs. These resources provide third-party vendors with the documentation, certification, and services they need to develop solutions that integrate with the Avid MediaCentral Platform ecosystem and sell them in the Avid Marketplace. The MediaCentral Platform also provides media customers with assurance and peace of mind that the solutions they purchase will work within their current Avid infrastructure.

"Openness has always been a key principle of the Avid MediaCentral Platform, and we are committed to providing content creators with the workflow flexibility and freedom of choice they need to create the highest quality content," said Hernandez. "To see such widespread adoption throughout our industry is beyond exciting, and we are thrilled to continue the momentum of Avid Everywhere."

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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