



Avid Introduces Interplay MAM 4 for Enterprise Media Management

Comprehensive, intelligent solution fully aligns media and business processes

BURLINGTON, Mass.--(BUSINESS WIRE)-- Avid® ([NASDAQ: AVID](http://www.nasdaq.com/markets/quotes/AVID)) today announced the latest version of the company's enterprise media management solution, Interplay® MAM (Media Asset Manager). Avid Interplay MAM 4 increases the value of media by making it easier to find, repurpose, and distribute while coordinating and automating production processes.

Setting a new standard for enterprise media management, Interplay MAM 4 gives media enterprises an unprecedented ability to access and use their media more effectively and profitably than ever before. It lets them interlink media operations and workflows, control movement of media between Interplay MAM and storage systems, configure metadata, and leverage an SOA structure to integrate in-house and third-party applications.

"As we have continuously evaluated the market over the past decade and analyzed the evolution of the MAM marketplace, we have found that solutions that provide users modularity, workflow collaboration, scalability, robustness and ease-of-use are the ones that best serve fast-paced, collaborative environments," said Mukul Krishna, global director of Digital Media for Frost & Sullivan. "The latest version of Interplay MAM from Avid raises that bar significantly and re-affirms Avid's deep understanding of today's integrated media enterprise."

Avid continues to enhance the landmark asset management capabilities of Interplay MAM by adding several new features, including:

- **ICPS (Interplay Common Playback Service)**—Web-based media player lets users view, annotate, add metadata, log, and create shot lists with any cataloged media from any location with greater precision and speed. Compatible with Mac OS and Windows PCs.
- **Graphical Workflow Management**—Enables quicker, error-free workflow design and modification, simple drag-and-drop capabilities, and visual workflow monitoring to support more flexible workflow orchestration.
- **MAM-Production Integration**— Transparent media and metadata exchange between Interplay MAM and Interplay Production—the industry's most powerful media and production asset management systems—allows customers to unify and coordinate production groups across their media enterprise.

"With increasing pressure to deliver more content across more screens, our customers need to improve media access, integrate a wide variety of Avid and third-party solutions, boost productivity and, ultimately, accelerate profitability across the enterprise," said Dana Ruzicka, vice president of Segment Strategy and Planning, Avid. "Interplay MAM 4 is a state-of-the-art enterprise media management technology that lets them do just that."

In addition to industry-leading technology, Interplay MAM is delivered and supported by the highly experienced Avid Customer Success and Professional Services teams with a range of consultative design, implementation, training services, and responsive support options.

Availability

Interplay MAM 4 is now available at: <http://www.avid.com/US/products/Interplay-Media-Asset-Manager>.

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, Sibelius®, System 5, and Avid Studio™. For more information about Avid solutions and services, visit www.avid.com, del.icio.us, [Flickr](http://www.flickr.com/photos/avid/), [Twitter](https://twitter.com/avid) and [YouTube](http://www.youtube.com/avid); connect with Avid on [Facebook](https://www.facebook.com/avid); or subscribe to Avid [Industry Buzz](http://www.avid.com/industrybuzz).

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