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Avid Launches Unprecedented Vote of the ACA to Empower Customer Community to Shape Collective Future

The inaugural 'ACA Vote' of the Avid Customer Association (ACA) gives Avid's customer community, through ACA membership, the opportunity to directly influence the company's technology, product and service offerings to help address the industry's most important needs.

BURLINGTON, Mass., Dec. 06, 2016 (GLOBE NEWSWIRE) -- [Avid®](#) (Nasdaq:AVID), along with leaders of the [Avid Customer Association \(ACA\)](#), today announced the launch of the inaugural ACA Vote, giving current and new ACA members the unique and unprecedented opportunity through the collective voice of the community to directly influence the company's future technology, product and service offerings to help the company best address the community's requirements. Through ACA membership, the vote allows Avid's customer community to have their voices heard, from independent professionals to the largest media enterprises, and weigh in on what they see as the most important requirements to help them address the pressing needs facing the industry. In harnessing the shared needs of the community, the results of the ACA Vote will influence Avid's future offerings as the company continues to deliver the industry's most open, efficient platform solution with a comprehensive set of tools and workflow solutions to create, distribute and optimize media — all with the most flexible deployment models, licensing options and commercial structures.

Through the ACA, the media industry's first and most influential customer community, Avid has built a deep community partnership based on close collaboration with its customers, the industry's preeminent client and user community, to help reshape the direction of the industry and together help address the community's most important challenges and opportunities. The ACA, a customer-led organization whose membership is open to all of Avid's customers worldwide, is voting to give direct strategic input to help ensure that Avid continues to deliver solutions that help solve the community's most critical issues, and support what is most important to them and their business requirements.

"Thanks to the ACA, we've made significant strides over the past three years with the community's contribution towards [Avid Everywhere™](#), which has helped Avid deliver the industry's most innovative, open platform for media that is helping to shape the future of the industry, and through its flexibility allows us to rapidly address our customers' needs," said Avid Chairman and CEO Louis Hernandez, Jr. "With the ACA Vote, we're setting a precedent for the industry again by giving every ACA member the opportunity to influence our collective future with input towards new or improved offerings that will positively impact the community and the company."

The ACA Vote will span the areas of creative applications, workflow solutions and emerging technology, and it aims to uncover what will make the biggest difference to Avid's customers' future success from a technical, creative, business and investment perspective. Both current and new ACA members* can easily participate in the vote online by visiting:

www.avidcustomerassociation.com/vote

"With the launch of the ACA Vote, we are entering a new phase of customer participation in the future of Avid's direction," said David Mash, Senior Vice President for Innovation Strategy & Technology, Berklee College of Music and Chairman of the Avid Customer Association's Executive Board of Directors. "This is the chance for each member, including new members, to join the community in an unprecedented opportunity to collectively impact the future of Avid products and solutions. I strongly encourage members of our community to participate."

The first round of online voting will take place from December 6, 2016, to January 27, 2017, followed by a second round of voting from February 13 to March 3, 2017. The results of the ACA Vote and its impact on Avid's future direction will be revealed at [Avid Connect 2017](#) on April 22 in Las Vegas.

**Avid customers who are not currently ACA members but would like to participate in the ACA Vote are able to easily do so by enrolling in the ACA simultaneously when they sign up to participate in the vote.*

About the ACA

Now in its third year, the ACA is an established and thriving organization—thanks to the diligent customer leadership and

tremendous membership growth of Avid's preeminent customer community. Run by a dedicated group of global media leaders and visionaries, the ACA provides essential strategic leadership to the media industry. The multifaceted program engages an extensive network of broadcasters, creative professionals, and other media and technology partners to address the most important strategic issues facing the community and work together to shape the future proactively. To join the ACA and participate in the vote, visit the [ACA website](#).

About Avid

Through [Avid Everywhere™](#), Avid delivers the most open and efficient media platform, connecting content creation with collaboration, asset protection, distribution and consumption. Avid's preeminent customer community uses Avid's comprehensive tools and workflow solutions to create, distribute and monetize the most watched, loved and listened to media in the world—from prestigious and award-winning feature films, to popular television shows, news programs and televised sporting events, and celebrated music recordings and live concerts. With the most flexible deployment and pricing options, Avid's industry-leading solutions include Pro Tools®, Media Composer®, Avid NEXIS™, 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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