



Avid Customers Poised to Take Top Honors at 53rd Annual GRAMMY Awards

Avid congratulates more than 100 customers and music school graduates for their outstanding contributions to 2011 GRAMMY nominated projects

BURLINGTON, Mass.--(BUSINESS WIRE)-- [Avid®](#) (NASDAQ: AVID) today congratulates more than 100 customers and music school graduates who contributed to the 2011 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. In addition, Avid customer Music Mix Mobile—a state-of-the-art remote broadcast audio facility—will use a range of Avid's audio solutions to produce the live broadcast mix for the 53rd Annual GRAMMY Awards ceremony, to be held on February 13th at the Staples Center in Los Angeles.

Every year, musicians, producers and audio professionals rely on Avid's [Pro Tools®](#) software and hardware solutions to create breakthrough music enjoyed by millions of people around the world. This year, production teams used Pro Tools systems on every project nominated for Record and Album of the Year, which include Eminem's *Recovery*, Cee Lo Green's "F*** You," Jay Z's *The Blueprint 3*, and Arcade Fire's *The Suburbs*. Avid customers are also nominated for GRAMMY Awards in a range of other categories, including every recording nominated for Best Female Pop Vocal, as well as four out of five nominees for Best Pop Vocal, Best New Artist, and Best Male Pop Vocal.

Paying tribute to the value of education programs in music and audio production, Avid also congratulates its partners at [Full Sail University](#); 74 alumni were credited on 53 of the nominated projects, including *The Fame Monster* by Lady Gaga, *Teenage Dream* by Katy Perry, and *Need You Now* by Lady Antebellum. Additionally, 33 [Berklee College of Music](#) and seven [The Los Angeles Recording School](#) music and production graduates worked on nominated projects.

"Full Sail University graduates are ready to harness the most up-to-date technology and professional workflows as they begin their careers," says Dana Roun, Full Sail University Dir. of Audio Programs. "Pro Tools has long been a core part of our curriculum and our GRAMMY nominated graduates can attest to the importance that training has played in their success."

In addition to customers nominated for 2011 GRAMMY awards, Avid customer [Music Mix Mobile](#), will use two semi-truck based mobile mixing units to deliver a live 5.1 surround mix to a global audience of millions. Both trucks are built around Avid's [ICON D-Control™](#) work surfaces, and employ Pro Tools HD systems for the mixing and recording of the award show performances. Music Mix Mobile won two [Emmy®](#) awards in 2010 for their work on the 52nd Annual GRAMMY Awards.

"We're extremely honored that so many GRAMMY nominated musicians and audio professionals continue to turn to Avid's products and solutions to make the most listened to and most loved music in the world," said Ron Greenberg, Avid's Senior Vice President of Worldwide Marketing. "On behalf of everyone at Avid—including the hundreds of musicians and technologists we have on staff who are dedicated to helping our customers advance the art and science of music production— we congratulate all the nominees for their remarkable contributions to the world of music."

In 2001, the National Academy of Recording Arts and Sciences presented Avid with a Technical Grammy Award for its Pro Tools digital audio workstation and the transformational impact the technology has had on recording, editing and mixing digital audio. For more information on the 53rd Annual GRAMMY Awards Ceremony, please visit <http://www.grammy.com>

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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