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## **Avid Everywhere Accelerates Production and Enhances Collaboration at MediaCorp, Singapore's Largest Broadcaster**

### **Avid MediaCentral Platform Helps Singapore-Based Media Enterprise Unite Production Teams, Streamline Multi-Platform Distribution, and Improve Operational Efficiency Throughout Its Network**

AMSTERDAM, The Netherlands, Sept. 11, 2015 (GLOBE NEWSWIRE) -- **IBC (Hall 7, Booth #J20)** -- Avid® (Nasdaq:AVID) today announced that MediaCorp, the largest [broadcaster](#) in Singapore, recently embraced [Avid Everywhere™](#) and adopted a complete end-to-end production infrastructure made up of solutions built upon the [Avid MediaCentral™ Platform](#). The new workflow will enable MediaCorp to produce content more collaboratively, deliver media to multiple platforms and channels, and improve operational efficiency.

"Avid solutions provide an integrated environment that enables us to reduce production bottlenecks and improve overall turnaround time," said Norraine Yusof, Senior Vice President of Campus Technology Development, at MediaCorp. "We have been able to integrate multiple legacy systems, giving our content creators a single user-interface while creating a platform-based approach for promoting an open and collaborative production environment."

MediaCorp operates seven television channels and 13 radio stations, making it challenging to efficiently manage the massive amount of media generated. Previously, a disconnected infrastructure made sharing files and projects a cumbersome process. MediaCorp chose to implement an integrated, end-to-end Avid workflow that would enable productions teams to collaborate more easily and produce content faster.

"To thrive in today's competitive industry, it's essential for media enterprises like MediaCorp to improve productivity and reduce operational costs," said Kyle Kim-Hays, Senior Vice President and Chief Marketing Officer at Avid. "By embracing the latest Avid Everywhere solutions, MediaCorp is able to improve content production, streamline multi-platform distribution, and operate more efficiently across the board."

Avid partner, Qvest Media, was commissioned to conduct the workflow and systems design, lead the overall installation, and serve as master systems integrator for the MediaCorp implementation.

The new workflow features advanced media management solutions from the [Avid Media Suite](#), including a fully centralized [Interplay® | Production](#) media asset management system that enables more than 160 team members in different departments to easily collaborate, share media, and work on projects simultaneously. Avid [MediaCentral | UX](#), the cloud-based, web front-end to the Avid MediaCentral Platform, provides a browser-based single user interface for interaction across the entire production process.

To effectively store, archive, and monetize a massive amount of content, the network deployed cutting-edge media storage solutions from the [Avid Storage Suite](#). By storing all of their media on a fully integrated and connected Avid [ISIS® shared storage system](#), production teams can quickly find assets, edit media, and share content.

MediaCorp creative teams are using industry-leading audio and video solutions from the [Avid Artist Suite](#) to create the highest-quality content. [Media Composer®](#) video editing software with [Avid Resolution Independence](#) gives video production teams the ability to acquire, edit, and deliver content in any format and resolution, from 4K and beyond.

[Pro Tools®](#) helps MediaCorp audio teams create mixes for radio commercials, promo trailers, audio post-production, and more. The 64-bit audio engine architecture in Pro Tools 12 enables mixers to handle massive projects without straining computer resources. Finally, [Pro Tools | S6](#) control surfaces provide audio mixers with the flexible workflows and precision control they need to manage complex sessions and deliver mixes with faster turnaround time.

#### **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](http://www.avid.com), connect with Avid on [Facebook](#), [Instagram](#), [Twitter](#), [YouTube](#), [LinkedIn](#), or subscribe to [Avid Blogs](#).

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