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Avid Delivers Groundbreaking Innovations for Audio, Fulfilling Key Promises of Avid Everywhere

At NAMM 2016, Avid Delivers Avid Cloud Collaboration for Pro Tools, an Expanded Avid Marketplace, Sibelius 8.1 Software, and More, Helping Audio Customers to Create, Collaborate, and Distribute Music in a Comprehensive Global Ecosystem

ANAHEIM, Calif., Jan. 21, 2016 (GLOBE NEWSWIRE) -- **NAMM (Hall A, Booth #6400)** -- Avid® (NASDAQ:AVID) today introduced several groundbreaking innovations for the audio industry, further delivering on key promises of Avid [Avid Everywhere™](#). These innovations, enabled by the [Avid MediaCentral Platform](#), address the industry's most critical issues, allowing content creators to connect with their audiences more powerfully, efficiently, and profitably.

"With Avid Everywhere, we established an ambitious strategy to help musicians and audio professionals solve their biggest, most significant problems," said Louis Hernandez, Jr., Chairman, President and CEO, Avid. "We are delivering on what we promised by introducing key innovations that help musicians and audio professionals to connect and collaborate in a comprehensive global ecosystem, get the tools they need when and where they need them, and be heard on a global stage."

Avid Cloud Collaboration for Pro Tools: Breaking Down the Studio Walls

Avid introduced Pro Tools® 12.5 software, offering select customers early access to the highly anticipated Avid Cloud Collaboration for Pro Tools. Avid Cloud Collaboration makes it easy for artists and audio professionals to compose, record, edit, and mix projects from any location worldwide. In support of this release, Avid also announced that the Artist Community, an online community designed to facilitate collaboration, is now open to everyone. Delivering on the promise to deliver more frequent innovation, Pro Tools 12.5 will represent the fifth software release in less than a year.

Avid Marketplace: Access Certified Plug-ins from Top Developers

Avid announced continued momentum for the Avid Marketplace, with a significant number of developers making their AAX audio plug-ins available for sale through the Avid Store. Customers can now access an ever-increasing range of certified audio plug-ins, enabling them to explore new creative possibilities and produce the best-sounding mixes. New connectivity partners include AIR Music Technology, Crane Song, DISK Multimedia, Flux:: Sound and Picture Development, Mathew Lane, Metric Halo, Quiet Art, SONiVOX, Whole Grain, and Waves.

Additionally, Avid introduced an enhanced in-app purchasing experience that allows Pro Tools customers to purchase and authorize Avid plug-ins from directly within Pro Tools. Customers can acquire plug-ins quickly and effortlessly, when they need them, without stopping the creative flow.

Sibelius 8.1 Software: Create Beautiful, Accurate Music Scores

Avid unveiled new Sibelius® 8.1 music notation software, helping composers to create beautiful, accurate, easy-to-read scores more effortlessly than ever. As part of a series of regular updates delivered through Avid All Access Plans, Sibelius 8.1 introduces several of the customer community's top requests, demonstrating Avid's commitment to listening to the needs of customers.

Pro Tools | S6: Driving Innovation in Pro Mixing

Avid announced growing momentum for Pro Tools | S6, with nearly a thousand systems sold to leading studios and production facilities worldwide. With the introduction of version 2.1 software, the S6 Master Joystick Module, and announcement of the S6 Master Post Module, Avid is giving audio professionals even greater efficiency and flexibility so they can handle the most demanding projects and create their best work.

Berklee Online Massive Open Online Course (MOOC) for Pro Tools

Avid announced that [Berklee Online](#), the online extension school of Berklee College of Music, is leveraging Avid Everywhere to reach larger numbers of students through the launch of a new Massive Open Online Course (MOOC) dedicated to Pro Tools. Combined with [Pro Tools | First](#), a free version of Pro Tools that over 160,000 customers have downloaded, this no-cost course makes it possible for any musician or aspiring media professional to get the tools and the training to achieve their creative goals.

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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