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Avid Extends Unprecedented Openness with New Alliance Partner Innovations

Expanded Avid Alliance Partner program helps developers create platform-compatible solutions more easily, extending Avid's status as the most open, most flexible, and most interoperable platform

AMSTERDAM, Netherlands, Sept. 09, 2016 (GLOBE NEWSWIRE) -- IBC (Hall 7, Booth #J20) -- [Avid®](#) (Nasdaq:AVID) today announced new features for the Avid Alliance Partner program, including new developer testing and certification, new levels of product certification, and additional tools for creating differentiated connections to the [Avid MediaCentral® Platform](#). These innovations deliver on the promise of [Avid Everywhere™](#) and the industry-leading openness of the Avid platform to help professionals easily access the tools they need to create, manage, and distribute content much more efficiently, collaboratively, and profitably.

The Avid Alliance Partner Program was established to unify the fragmented technologies typically used by media professionals and organizations to create the best content. New Alliance Partners announced at IBC 2016 include Glookast, StorageDNA, Digital Film Tree, ATTO, Burst, and Filmlight.

"Our customers represent an extremely sophisticated community of media professionals and organizations with extremely high expectations," said Alan Hoff, vice president, Market Solutions, Avid. "One of the reasons they have so resoundingly embraced the Avid MediaCentral Platform is due to the incredible level of openness and interoperability the platform offers. We've expanded the Avid Alliance Program to arm developers with the services and resources they need to create platform-compatible solutions even more easily, so we can ensure that Avid continues to offer the most open, most flexible, and most interoperable platform on the planet."

The Avid Alliance Partner Program provides an opportunity for partners to become certified Avid developers, grants access to various levels of tools, opens the door to partner product certification, and offers access to the Avid sales network. The program is designed to form the basis of an invaluable, multi-year partnership for the most reputed and mission-critical products required by customers.

A certified Avid Alliance Partner means that customers can have the peace of mind that they will benefit from an enhanced purchasing experience, a lower total cost of ownership, less complex integrations, superior post-sales support, and a level of software maintenance that includes both Avid and Alliance Partner products.

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®, 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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