



Avid Technology and Microsoft Present "Make Your Mark" Seminar Series in Los Angeles on October 20

Free Event Brings Today's Hottest Talent in Film, Music, Animation and Gaming Together to Help Aspiring Stars Break into the Industry

LOS ANGELES, Oct 20, 2007 (BUSINESS WIRE) -- Avid Technology (NASDAQ: AVID)

WHAT: Avid and Microsoft are collaborating to sponsor the "Make Your Mark" event series - a four city U.S. tour open to aspiring filmmakers, music producers, animators and game designers interested in learning from industry professionals about what it takes to break into the competitive world of film, music, gaming and animation. Attendees will also have the opportunity to learn more about the tools professionals are using to make their creative mark.

WHEN: Saturday, October 20, 2007 - 12 p.m. to 6:30 p.m.

WHERE: Los Angeles Film School

6363 W Sunset Blvd #500

Los Angeles, CA 90028

The Los Angeles event will kick off with an interactive panel session, moderated by Ben Bajarin, consumer technology and digital media analyst/strategist of Creative Strategies. The panel will cover tips and tricks for getting noticed and getting ahead in film, TV, music and 3D. Panelists include:

- Louis Black, founder and judge, SXSW Film Conference and Festival;
- John Norris, director of Artists and Directors Cooperative, Film Animation;
- Producer, Mixer, Programmer and two-time Grammy nominee Carmen Rizzo; and
- Music Industry Talent Scout, Tim Sweeney, founder of Sweeney and Associates;

INDUSTRY PRESENTERS AND BREAKOUT SESSIONS:

Karl Kimbrough, executive producer, Alter Ego Films:

"What I Wish I Learned in Film School"

Emmy® Award-winning Kimbrough founded Alter Ego Films, where he has produced and directed commercial campaigns for Wal-Mart, Home Depot, McDonalds, Blockbuster and Comedy Central. He has recently written several feature film scripts including the animated film "Laika: First In Space," co-written by Robert C. Handy and is the executive producer for the television adventure show, "The World Less Traveled," which is being prepped for production in spring of 2008.

Carmen Rizzo, producer-mixer-programmer and writer: "Professional Remixing and Production Techniques" and "Redefining the Studio"

Rizzo is a two-time Grammy nominee and has worked on albums for a range of influential artists including Seal, Coldplay, Alanis Morissette, Paul Oakenfold, BT and Tiesto, amongst many others.

The Rondo Brothers, musicians and professional composers: "Music Creation in a Virtual Environment" and "ProTools and the Art of the Remix"

The Rondo Brothers, Jim Greer and Brandon Arnovick, met during the late 90s while playing in the San Francisco music scene. While gigging away in their own bands, both musicians found themselves doing a wide variety of production, songwriting and studio work. Since then, the pair has collaborated on a variety of remix and scoring work for the NFL, The Gap, Footlocker,

Nike and Gatorade.

Raffael Dickreuter, animator and digital artist:

"Breaking into the Digital Arts Industry"

At a very young age, Dickreuter was fascinated by movies and the creative process of making them. In 2002 he founded XSI Base, a portal site for Softimage®|XSI® users, 3D animators and visual effects artists, which now has more than 16,000 members. Dickreuter has interviewed 100+ leading artists and professionals from companies such as Pixar, Weta, DreamWorks, Blue Sky, and Stan Winston Studio. He also spent several months at Pixel Liberation Front in Los Angeles, where he worked on feature films such as Superman Returns, Flightplan, and Stay Alive. Dickreuter is a regular contributor to 3D World, HDRI3D and VFXWorld.

In addition to the "Make Your Mark" event in Los Angeles a seminar will be held in San Francisco during the month of October.

REGISTRATION: Registration for "Make Your Mark" is currently open for all cities and is required to attend. For a more detailed schedule and information on the "Make Your Mark" events and/or to reserve a spot please visit:

<http://makeyourmark.avid.com/registration.asp?campaignID=8>

About Avid Technology, Inc.

Avid Technology, Inc. is the world leader in digital nonlinear media creation, management, and distribution solutions, enabling film, video, audio, animation, games, and broadcast professionals to work more efficiently, productively, and creatively. For more information about the company's Oscar®, Grammy®, and Emmy® award-winning products and services, please visit: www.avid.com.

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SOURCE: Avid Technology, Inc.

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