



Gannett's KUSA Chooses Avid Active ContentManager for Instantaneous Distribution of Video to the Web

TEWKSBURY, Mass.--(BUSINESS WIRE)--Feb. 18, 2004--Avid Technology, Inc. (NASDAQ: AVID) today announced that Gannett-owned television station KUSA Denver, CO, has purchased the Avid Active™ ContentManager system to automate its Web publishing process. The Avid Active ContentManager system complements KUSA's existing Avid® end-to-end digital nonlinear news production environment by working seamlessly with Avid NewsCutter®, Avid Unity™ for News and Avid iNEWS™ systems.

By simplifying and automating the process of publishing video content to the Internet, the Avid Active ContentManager system significantly improves the news production workflow at KUSA. With the simple click of the "Post-to-Web" button, the Avid Active ContentManager system allows KUSA journalists to immediately post late-breaking sports, news, and entertainment stories to the station's Website - directly from the Avid NewsCutter, iNEWS and Avid Unity for News systems. During this process, videos are automatically encoded to Web resolutions, ingested into the Avid Active ContentManager database and distributed to KUSA's streaming service provider.

"Avid Active ContentManager is helping KUSA become a diverse provider of rich media information, because it significantly reduces the number of steps that are typically required to publish and distribute video, audio, text, and graphics to multiple outlets," said David Schleifer, director of Avid Broadcast and Workgroups. "The system saves KUSA time, allowing the station to publish more video and thus increasing the value of its Web presence to its viewers."

The Avid Active ContentManager system enables KUSA reporters to post text-only stories to the Web directly from the iNEWS system. Now, field journalists can feed stories to the Web without impacting the station's news production workflow, further enhancing KUSA's Web publishing strategy. With the Avid Active ContentManager system, content - including text, graphics, video, flash and other popular web media types - can be easily ingested, managed and published quickly to one or more web sites, categories or individual pages. In addition, various business rules, such as scheduling and approvals, can be easily applied. KUSA can quickly design, modify and deploy Web pages, news categories and site designs with no IT services or coding required.

The sale of the Avid Active ContentManager system to KUSA extends Gannett's relationship with Avid, which has grown steadily since December 2000, when Gannett built its first all-digital news production facility at WKYC Cleveland. Following the successful installation and launch of WKYC's digital news operations, Gannett has replaced tape-based products with Avid end-to-end news production environments at 12 of its 22 stations.

"We worked closely with KUSA to develop a tailored solution that fit KUSA's needs, and we expect this relationship to lead to greater opportunities with broadcasters worldwide," concluded Schleifer.

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 news 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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