



December 8, 2015

Avid Broadcast Graphics Solutions Brings Flexibility and Scalability to Euronews

News Channel Harnesses the Power of Avid Everywhere at Its New Lyon Facility

PARIS, Dec. 08, 2015 (GLOBE NEWSWIRE) -- [Avid®](#) (Nasdaq:AVID) today announced that Euronews, the multilingual news channel headquartered in Lyon, France, has chosen graphics solutions from Avid's [Media Suite](#) and [Studio Suite](#) to provide extensive on-screen branding and live production graphics for its new facility. The implementation of the Avid Media Suite and Studio Suite is part of Euronews' ongoing strategy to accelerate digital distribution to global platforms as the channel expands its international presence, harnessing the power of [Avid Everywhere™](#).

Euronews is a full 24/7 multimedia world news platform, broadcasting globally in 13 languages. As part of its plans to expand its worldwide baseband and digital distribution channels, Euronews recently moved to a brand new broadcast production facility in Lyon and took the opportunity to boost the functionality of its studios. In 2016, Euronews will launch [Africanews](#), the first pan-African multilingual news channel.

"Euronews is an ambitious and forward-thinking broadcast organisation that was hampered by limitations on its operations," said Ofir Benovici, senior director, Broadcast Products at Avid. "By embracing Avid Everywhere the team can now create the engaging, high quality graphics that they need to ensure retention and growth of their audiences around the world."

Euronews installed a [Maestro enterprise graphic suite](#) to achieve an end-to-end graphics workflow for news programmes, live events and on-screen branding for two channels from Euronews' Master Control Room. In addition, a graphics playout solution comprised of Maestro, [3DPlay](#), and PowerWall, powered by the [HDVG video rendering platform](#), feeds graphics onto a video wall in the studio for live production.

"Legacy control equipment at our previous facility limited our ability to expand and develop our graphics capability, particularly as we needed to increase the number of broadcast channels," said Cecile Leveaux, chief technology officer, Euronews. "We had maintained a strong relationship with the Orad professional services team for many years, and prior to moving premises, we discussed our requirements in detail with them. Their suggested set-up based on the HDVG rendering platform will enable us to create world-class graphics and scale the system seamlessly as we continue to grow."

"We are very proud of this project carried out by the trusted relationship that we've had with the Orad team for many years," added Gregory Samak, Broadcast Director, Euronews.

Euronews opened its new facility on October 15, 2015.

About Euronews

[Euronews](#), the most-watched international news channel in Europe, is an independent and multi-platform media hub. Euronews covers news worldwide, offering a unique perspective on events through factual analysis. Six hundred journalists, from more than 30 countries, report round-the-clock in 13 editions (Arabic, English, Persian, French, German, Greek, Hungarian, Italian, Portuguese, Russian, Spanish, Turkish and Ukrainian). Established in 1993 in Lyon, France, the channel is received by 420 million homes in 158 countries, and offers a complete range of products: websites, smart TV, radio, on-board technology (for cars), and portable technology (mobile apps, smartwatch).

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 for 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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Source: Avid Technology, Inc.

News Provided by Acquire Media