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NBC Olympics' Production of the 2014 Olympic Winter Games in Sochi to Utilize Avid to Provide Accelerated Content Creation and Media Asset Management

Avid Interplay Media Asset Management Solution to Enable NBC Olympics to Accelerate and Streamline Workflows and Operational Efficiency During Its Coverage of 2014 Sochi Winter Games

BURLINGTON, Mass., Feb. 4, 2014 (GLOBE NEWSWIRE) -- [Avid®](#) (Nasdaq:AVID) today announced that the NBC Olympics, a division of the NBC Sports Group, have selected Avid solutions for content creation, media management, and storage to accelerate and streamline workflows and operational efficiency during NBC Olympics' production of the 2014 Olympic Winter Games in Sochi, Russia from February 6 to February 23. This capability will enable the network to efficiently create, distribute and monetize its content throughout the 18 consecutive days of Olympic coverage.

This implementation is the seventh consecutive NBC Olympics/Avid partnership. At the heart of this massive undertaking is the proven and trusted reliability of the Avid [Interplay® Media Asset Management](#) (MAM) system, which will maximize operational efficiencies and streamline team collaboration across multiple production locations worldwide.

"Broadcasters face relentless pressure to connect and automate the entire creation-to-consumption workflow — especially for a production as complex and demanding as the Olympics," said Louis Hernandez, Jr., President and CEO, Avid. "We are proud that Avid can help NBC Olympics efficiently accelerate and streamline this complex end-to-end workflow — this is the heart of our Avid Everywhere vision."

Darryl Jefferson, Vice President, Digital Workflow said: "We are pleased to be working once again with Avid, and we are confident that working with Avid Interplay MAM will help us get more of the Games to more people, places and devices than ever before."

In addition to Interplay MAM, the NBC Olympics International Broadcast Center (IBC) in Sochi will also be outfitted with [Avid Media Composer®](#) and [Symphony®](#) editing systems connected to an [Avid ISIS® 7000](#) with 384TB of shared storage system. The Olympic Venues are each equipped with a 64TB ISIS 5000, [AirSpeed® 5000](#), and [Interplay Production](#) systems with connectivity back to the IBC.

About NBC Olympics

A division of the NBC Sports Group, NBC Olympics is responsible for producing, programming and promoting NBCUniversal's Olympic coverage. It is renowned for its unsurpassed Olympic heritage, award-winning production, and ability to aggregate the largest audiences in U.S. television history.

For more information on NBC Olympics' coverage of the Sochi Olympics, please visit: <http://nbc sportsgrouppressbox.com/>

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, music recordings, and television shows, to live concerts and news broadcasts. Industry leading solutions include Pro Tools®, Media Composer®, ISIS®, Interplay®, and Sibelius®. For more information about Avid solutions and services, visit www.avid.com, connect with Avid on [Facebook](#), [Twitter](#), [YouTube](#), [LinkedIn](#), [Google+](#); or subscribe to [Avid Blogs](#).

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