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Avid Announces New Innovations Delivering on Avid Everywhere for Audio

At NAMM 2015, Avid Introduces a Free Version of Pro Tools, Flexible Licensing, Cloud Collaboration, New Marketplace Services, and Cloud Publishing to Help Audio Professionals Create, Collaborate, and Distribute Music as Part of a Global Ecosystem

ANAHEIM, Calif., Jan. 22, 2015 (GLOBE NEWSWIRE) -- **NAMM (Hall A, Booth #6400)** -- Avid® ([Nasdaq: AVID](#)) today introduced a comprehensive global ecosystem for the audio industry delivering on [Avid Everywhere™](#). Enabled by the [Avid MediaCentral Platform](#), these audio innovations bring together artists, technology vendors, media organizations, and publishers onto one unified platform so they can create, collaborate, and distribute music and audio content more powerfully, efficiently, and profitably.

"The goal of Avid Everywhere is to provide a common platform where everyone—from aspiring pros to established artists and professionals—can come together and create their best work," stated Avid Chairman, President and CEO Louis Hernandez, Jr. "Our comprehensive global ecosystem delivers on this promise, making it possible for content creators to tell their stories and connect to the world's widest network of artists, film studios, broadcasters, and media organizations."

Pro Tools | First - Join the Avid community for free

Opening music production to everyone, Avid introduced Pro Tools | First, offering artists, audio enthusiasts, and aspiring pros access to many of the same music creation tools used by top professionals and facilities—at no cost. Simple enough for beginners to learn, yet sophisticated enough for the experienced musician, Pro Tools | First enables everyone to experience the industry's most trusted digital audio workstation so they can turn their musical ideas into fully realized, professional productions that stand out from the crowd.

Pro Tools 12 - Flexible licensing options

Avid announced Pro Tools 12 giving professionals more choice over how they purchase and deploy their tools, collaborate with others, and get more exposure for their work. Customers can now subscribe for as little as \$29.99 per month, or buy Pro Tools software outright. With these new options, users can stay current with future software updates and innovations as soon as they are released via the cloud, at no additional charge.

Avid Cloud Collaboration — The world is your studio

Avid Cloud Collaboration, initially to be accessed by Pro Tools users with others to follow, is a groundbreaking set of collaboration capabilities that enable artists to compose, record, edit, and mix sessions working with other Pro Tools users in the cloud, as if they are all together in the same studio.

New services in the Avid Marketplace

The Avid Marketplace allows Pro Tools users to engage in a community of artists, acquire new plug-ins and apps as they need them, easily store their work securely in the cloud, and post their finished assets or Pro Tools session files for others to license in their productions.

Sibelius | Cloud Publishing

Underscoring Avid's commitment to the music notation market, Sibelius | Cloud Publishing is a groundbreaking new publishing technology that revolutionizes the way sheet music scores are sold online. With a Sibelius | Cloud Publishing-enabled site, publishers can allow customers to view, play, transpose, print, and purchase scores using any current web browser or mobile device, including Android, iOS, and Linux.

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](#), [Instagram](#), [Twitter](#), [YouTube](#), [LinkedIn](#), or subscribe to [Avid Blogs](#).

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