



July 26, 2016

Fantasy Studios Chooses Avid for its Newly Relaunched Mix Theater

Avid Pro Tools | S6 delivers fast, efficient workflows for film, television and video game productions at world-renowned recording facility

BURLINGTON, Mass., July 26, 2016 (GLOBE NEWSWIRE) -- [Avid®](#) (Nasdaq:AVID) today announced that world-renowned recording facility, Fantasy Studios, has chosen the [Avid Pro Tools® | S6](#) modular control surface for its newly revived and relaunched mixing theater, Fantasy Film Center. Powered by the [Avid MediaCentral™ Platform](#), the addition to the state-of-the-art mix theater will deliver more productive and elegant workflows for mixing film, television and video game productions.

Established in 1981 and located at the Zaentz Media Center in Berkley, California, Fantasy Film Center was originally designed by Jeff Cooper, one of the world's most sought-after screening room designers, whose clients range from major studios such as MGM, Dreamworks and NBCUniversal, to filmmakers like George Lucas, Martin Scorsese, and Francis Ford Coppola. More than 200 films have been mixed there, including *Amadeus*, *The English Patient*, *Blue Velvet* and *Boogie Nights*.

Fantasy Studios has since expanded the types of projects it takes on and the usage of its rooms, providing services for film, video, photo shoots, live streaming, conferences, and special events. It has recently refurbished the 50-seat, 1,820-square-foot Fantasy Film Center with state-of-the-art technology, while preserving the pristine sound and feel of the original. As an Avid customer since 1999 that has equipped all of its studios with [Pro Tools | HDX](#), Fantasy Studios selected Pro Tools | S6 as the theater's mixing console.

"Pro Tools | S6 marks a new level of communication between a console and its operator," said Fantasy Studios' Director, Jeffrey Wood. "The amount of visual information and control is beautiful and very well thought out. This amounts to a much more productive and elegant workflow, allowing the engineer more speed and less fatigue. Its modular integration allows us to expand in just a few minutes to accommodate different kinds of projects."

The Pro Tools | S6 modular control surface leverages the best of the industry-leading ICON and System 5 product families, providing superior ergonomics and intelligent studio control. Built on proven technology, it enables top audio professionals to complete and deliver the best sounding mixes possible—faster.

"Pro Tools | S6 perfectly complements the sound clarity and build quality of the Fantasy Film Center, enabling Fantasy Studios to uphold its industry-leading heritage and reputation," said Jeff Rosica, Senior Vice President, Chief Sales & Marketing Officer at Avid. "With its modular design, Pro Tools | S6 enables Fantasy Studios to quickly scale to meet the demands of any kind of film, television or video game production, while delivering efficient workflows for fast precision mixing."

About Fantasy Studios

As an integral part of the Zaentz Media Center, Fantasy Studios provides services for the music, film, television and video game communities. Fantasy continues to be one of the most requested recording studios on the West Coast with an extensive selection of microphones, outboard gear, instruments, and natural echo chambers. The facility is comprised of three legendary recording and mixing rooms, all equipped with ProTools HDX®, and houses two concert-quality grand pianos. Fantasy offers services such as ISDN to link to studios worldwide, comprehensive media transfer work, editing and on-site mastering, and is available for video and photo shoots, live streaming, conferences, and special events. Amenities include two kitchens and three attached lounges for artist comfort and convenience. Zaentz Media Center is home to numerous film and media production companies and complete post-production services. As a secure complex, the Zaentz Media Center offers privacy for celebrity clientele. Ample parking is available to accommodate large bands or film crews and the loading dock is street-accessible for load-ins of extensive tour or video lighting equipment. The newly renovated Fantasy Film Center — a full full-service, state-of-the art, 1,820 square-foot mix theater — is the latest addition to the Fantasy Studios family.

Websites: www.fantasystudios.com

www.fantasyfilmcenter.com

www.zaentzmediacenter.com

Facebook: www.facebook.com/FantasyStudios

Twitter: www.twitter.com/fantasystudios

Instagram: www.instagram.com/fantasystudios/

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. Media organizations and creative professionals use Avid solutions to create 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®, Interplay®, Avid NEXIS™, 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](#).

© 2016 Avid Technology, Inc. All rights reserved. Avid, the Avid logo, Avid Everywhere, Artist, EUCON, iNEWS, Interplay, Avid NEXIS, MediaCentral, Media Composer, Pro Tools, and Sibelius are trademarks or registered trademarks of Avid Technology, Inc. or its subsidiaries in the United States and/or other countries. The Interplay name is used with the permission of the Interplay Entertainment Corp. which bears no responsibility for Avid products. All other trademarks are the property of their respective owners. Product features, specifications, system requirements and availability are subject to change without notice.

PR Contact:

Sara Griggs

Avid

sara.griggs@avid.com

310-907-6909