



## Avid to Demonstrate Intel Mac Support and Blu-ray Workflow at DV Expo

Company will also host presentation by award-winning independent

filmmaker and Media Composer training classes

TEWKSBURY, Mass.--(BUSINESS WIRE)--Nov. 7, 2006--Avid Technology, Inc. (NASDAQ: AVID) today announced that it will participate in the DV Expo (Booth # 611), taking place from November 14 - 17 at the Los Angeles Convention Center. During the show, Avid will demonstrate new technology for independent content creators, including Avid® Media Composer® software running on Intel-based Macs; and Avid Studio Toolkit - the first set of tightly integrated, industry-leading software applications (Avid 3D, Avid FX, and Avid DVD by Sonic™) to offer simultaneous DVD and Blu-ray Disc™ authoring. The company will also showcase the Avid Liquid™ system at its booth - a solution for event videographers and video enthusiasts who are looking for DVD authoring, surround-sound audio processing, and thousands of effects in one, integrated application.

### DV Expo Special Guest Presentation

On November 16, at the Avid booth, award-winning Independent Filmmaker Joe Eckhart will discuss the workflow he's used on various films using Avid Xpress® Studio. Eckhart is co-founder of the Film Emporium, a motion picture company in Los Angeles, and producer/director/editor of "Nice Guys," as well as the forthcoming film "A Happy Death," starring Chevy Chase, Jay Mohr and Adam Rodriguez. He will share his experiences making low-budget feature films using Avid tools, talk about the potential benefits of the Blu-ray™ format for independent professionals and demonstrate how to output a film to Blu-ray disc.

### DV Expo Classroom Sessions

In the days leading up to the convention, DV Expo will host the following training sessions for content creators interested in learning the basics of Media Composer software, and/or how to create and use effects in the Media Composer system.

- Editing with Avid Media Composer, November 12-14 from 9:00 a.m. -5:00 p.m.: A three-day course that introduces the concepts of nonlinear editing and includes all basic features of the Avid Media Composer system for Windows and Macintosh. Session time is divided between demonstration and hands-on practice, with ample time for experimentation with sample SD and HD material.
- Introduction to Avid Media Composer Effects, November 15-16 from 9:00 a.m.-5:00 p.m.: A two-day course that introduces basic effects. Topics include: creating multilayered effects, keyframing effects, creating effect templates, mixing HD and SD clips in an effect composite, using AVX(TM) plug-in effects, creating motion effects and timewarps, using the 3D Effects option, and nesting layers.

For more information on how to register for DV Expo and attend the Avid Media Composer classes, visit:  
<http://www.dvexpo.com/conference/avid.jhtml>.

### 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 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](http://www.avid.com).

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either registered trademarks or trademarks of Avid Technology, Inc. or its subsidiaries in the United States and/or other countries. Avid received an Oscar statuette representing the 1998 Scientific and Technical Award for the concept, design, and engineering of the Avid Film Composer® system for motion picture editing. Digidesign, Avid's audio division, received an Oscar statuette representing the 2003 Scientific and Technical Award for the design, development, and implementation of its Pro Tools® digital audio workstation. Oscar and Academy Award are trademarks and service mark of the Academy of Motion Picture Arts and Sciences. Emmy is a registered trademark of ATAS/NATAS. Grammy is a trademark of the National Academy of Recording Arts and Sciences, Inc. Sonic is a trademark of Sonic Solutions. Blu-ray and Blu-ray Disc are trademarks of the Blu-ray Disc Association. All other trademarks contained herein are the property of their respective owners.

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