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## Syracuse University Implements Avid Workflow to Prepare Students for Future Success

### Syracuse University's Newhouse School of Public Communications Invests in the Avid MediaCentral Platform to Provide Students With an Authentic Educational Experience

BURLINGTON, Mass., Nov. 12, 2015 (GLOBE NEWSWIRE) -- [Avid®](#) (Nasdaq:AVID) today announced that one of the nation's top communication schools, The Newhouse School of Public Communications at Syracuse University, has embraced [Avid Everywhere™](#) as part of an \$18 million renovation. The school has implemented a workflow powered by the [Avid MediaCentral Platform](#) for its studio production facilities at The Newhouse Studio and Innovation Center, to help prepare students for real-world production environments.

The Newhouse School has invested in industry-leading [Avid Artist Suite](#) and [Storage Suite](#) solutions to keep its labs and edit suites current as part of its efforts to replicate real-world experiences and enable students to work with the tools that they will depend on when they make their transition to the industry.

"The Newhouse School is committed to training the next generation of storytellers and Avid makes great tools for storytellers," said Neal Coffey, studio manager, The Newhouse School. "Our partnership with Avid leads to student success both while they're in school and when making the transition into the real world."

Newhouse has been teaching the industry-standard nonlinear editing system [Avid Media Composer®](#) to students for 15 years, but the center's labs and edit suites are now home to the latest version of Media Composer and the [Avid ISIS® | 5500](#) shared storage system.

"The ISIS storage system will help students share media between edit suites and bring that media into the training labs for demonstrations and critiques," said Coffey. "Our smaller ISIS installations at Syracuse University have proven to be so reliable that we really didn't consider any other storage systems. Our only requirement was that we needed our editing storage to be compatible with Media Composer, Final Cut Pro and Premiere Pro."

The school has also connected the industry-standard digital audio software [Avid Pro Tools®](#) to the ISIS storage systems, which enables students working out of the music recording studios to compose, record, edit and mix with ease.

"By embracing Avid Everywhere and implementing state-of-the-art production workflows, The Newhouse School is able to help prepare its students to become leaders in a rapidly changing media industry," said Avid's senior vice president and chief marketing officer, Kyle Kim-Hays. "Educational institutions that offer access to real-world tools and workflows are able to give students the best chances of success in their future careers."

#### 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®, ISIS®, Interplay®, ProSet and RealSet, Maestro, PlayMaker, and Sibelius®. For more information about Avid solutions and services, visit [www.avid.com](http://www.avid.com), connect with Avid on [Facebook](#), [Instagram](#), [Twitter](#), [YouTube](#), [LinkedIn](#), or subscribe to [Avid Blogs](#).

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