Softimage and Epic Games Collaborate on Powerful Game Development Solution

SAN FRANCISCO--(BUSINESS WIRE)--March 10, 2005--

Companies to offer integration between 3-D animation software and market-leading game engine

Avid Technology, Inc. (NASDAQ: AVID) today announced that its Softimage subsidiary and Epic Games have collaborated to co-develop the UnrealActor X Exporter for the XSI® toolkit - a solution for professional developers and enthusiasts interested in creating interactive titles with SOFTIMAGE®|XSI animation software and Epic's Unreal® Engine technology. The Unreal Actor X Exporter for the XSI toolkit enables game developers to use technologies from both companies together in a game development pipeline. Gamers and enthusiasts known as "modders" - who routinely change the way video games are played - can also use the toolkit with the SOFTIMAGE|XSI Mod Tool to create their own characters, props and environments for titles powered by the Unreal Engine 2.

"We're pleased to add a new layer of compatibility between the Unreal Engine and SOFTIMAGE|XSI," said Mark Rein, vice president, Epic Games. "Now that Epic's technology complements SOFTIMAGE|XSI software, customers of both companies can use these two industry-leading technologies together for a simple, integrated and flexible solution for next generation game development."

Gareth Morgan, senior product manager for Softimage, added: "As consumer expectations increase, today's game developers must deliver original content that is compelling, interactive and enduring. Using production-proven middleware solutions like Epic's Unreal Engine as the foundation for their games allows professional developers and designers to focus more on the art and story-telling for their titles. The same holds true for enthusiasts, which is why we are pleased that the SOFTIMAGE|XSI Mod Tool is also available to Unreal's mod community. By working together, Softimage and Epic are democratizing the game development process and making best-of-breed professional-level products available to all game developers."

The Unreal Actor X Exporter for the XSI toolkit will allow users to export any type of model or character created with SOFTIMAGE|XSI software directly into the upcoming Unreal Engine 3. Gamers and enthusiasts who generate their own material with the SOFTIMAGE|XSI Mod Tool can also use the toolkit from Softimage and Epic to incorporate their content into titles based on the Epic Unreal Engine 2, such as the award-winning Unreal Tournament 2004. Based on the commercial version of Softimage's leading animation software, the free SOFTIMAGE|XSI Mod Tool includes multiple toolsets for texturing and animating characters, as well as designing and previewing real-time effects.

About Softimage Co.

Softimage Co., a subsidiary of Avid Technology, Inc., is an industry leader in 3-D animation, 2-D cel animation, compositing and special effects software, designed to address the demands of the film and commercial/broadcast and games/interactive industries. SOFTIMAGE|XSI software, an integral player in Avid's Make, Manage and Move Media™ strategy, is the flagship product offering from Softimage. It is the industry's first 3-D nonlinear production environment providing animators and digital artists the freedom to make professional animation, visual effects and games - from major motion pictures, to cartoons and commercials, to animated content for video games and Web sites. Softimage is proud to count amongst its customers: Ubisoft, Capcom, Konami, SONY, Valve, Pandemic, Taito, Sega and Atari. The Softimage product family is designed to help users innovate, create and collaborate throughout the production process. For more information about Softimage visit www.softimage.com. For more information about Avid, visit www.avid.com.

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.

About Unreal Engine

The award-winning Unreal Engine is known for cutting-edge graphics and a best-of-breed toolset. Unreal Engine 3 is expected to maintain those features while adding massive world support, multi-processor support, next-generation console optimizations,

and one of the most mature tool pipelines in the industry. Unreal Engine 3's new toolset is designed specifically to accelerate developers' productivity for ultra-complex, next-generation content. Additional information on Unreal Engine can be obtained at www.unrealteachnology.com.

About Epic Games

Epic Games Inc., based in Raleigh, NC and established in 1991, is a developer of cutting-edge computer and video games. The company is best known as the creator of hit PC 3D action games Unreal and Unreal Tournament, both award-winning blockbuster hits having each sold more than one million copies. Epic is also responsible for the Unreal Engine, which is the underlying technology for a wide range of games including, 2002 Console Game of the Year winner, Tom Clancy's Splinter Cell™ from Ubi Soft; PC Gamer's 2000 Game of the Year, Deus Ex from Ion Storm/Eidos; America's Army: Operations, from the United States Army, and Harry Potter and the Sorcerer's Stone (PC) from Electronic Arts. Additional information can be obtained through Epic's Web site at www.epicgames.com.

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