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Avid Selects dock10 to Become First Avid Cloud Managed Services Partner

dock10 will harness Avid Everywhere and the MediaCentral platform to provide managed media services via the cloud to its MediaCityUK clients and beyond

AMSTERDAM, Netherlands, Sept. 09, 2016 (GLOBE NEWSWIRE) -- **IBC (Hall 7, Booth #J20)** — [Avid®](#) (Nasdaq:AVID) today announced that it has selected dock10, a leading media services provider, to become its first Cloud Managed Services Partner. Established as one of Europe's top media services providers, providing cutting-edge platform, studio and post-production services at MediaCityUK, dock10 will use [Avid Everywhere™](#) as a foundation to expand its offering into the global media production market.

dock10 currently provides its MediaCityUK clients - including BBC Sport - a managed service for remote editing, via [Avid MediaCentral® | UX](#), the cloud-based, web front-end to the [Avid MediaCentral Platform](#) that enables users to access media and work on projects from practically any device. Clients can edit and collaborate on their projects in their own offices via dock10's remote Avid edit applications, including [Avid Media Composer® | Cloud](#), and can manage their data efficiently by accessing dock10's [Avid Interplay® | MAM system](#).

As an Avid Cloud Managed Services Partner, dock10 will now be able to offer clients outside of MediaCityUK the ability to access the same managed services that are offered on-campus. This will be achieved by a "hub-and-spoke" model whereby virtualized Avid Interplay | Production systems are hosted in regional data centers. dock10 will run a pilot for this new service in London later this year, with a view to expanding further. As part of the Cloud Media Services Provider arrangement, dock10 will continue to act as a European showcase for Avid solutions and innovations.

"From the beginning, cloud has been an integral part of the Avid Everywhere strategy to address the media industry's most critical challenges," said Avid Chairman, President, and CEO Louis Hernandez, Jr. "So we're pleased that dock10, a valued, longtime Avid customer, has become Avid's first Cloud Managed Services Partner, helping usher in the next phase of Avid Everywhere."

"Our ongoing partnership with Avid is allowing dock10 to evolve rapidly," stated Mark Senior, CEO, dock10. "By innovating together we are now able to bring new, industry-leading managed services to market that will deliver new ways of working and reduce the costs of production for our clients."

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®, Avid NEXIS™, Interplay®, 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](#).

About dock10

As one of Europe's leading studio, post and VFX facilities, dock10 provides clients with cutting edge technology solutions across the entire production workflow. Operating at the heart of MediaCityUK in Manchester, dock10 clients have access to HD TV studios, digital post-production, cloud media management services and advanced connectivity options. dock10's services are supported by one of the most experienced, award winning teams in the broadcast industry.

dock10's studio and post production clients include the BBC, ITV and many independent production companies. Programmes produced at dock10 include The VoiceUK, The Furchester Hotel, The Five, Match of the Day, Ordinary Lies, Happy Valley, Are you Being Served and Paranoid.

dock10 oversees all stages of the content lifecycle, from creation to archiving, including making the move from tape-based to digital distribution simple and straightforward. Moreover, dock10 ensures that clients have the connectivity and

technology to create and deliver content on any digital platform, across any format, simply and cost effectively.

www.dock10.co.uk

For MediaCityUK enquiries, please visit www.mediacityuk.co.uk

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