



Washington State University Invests in Avid Solutions for Murrow School of Communication

TEWKSBURY, Mass.--(BUSINESS WIRE)--June 1, 2004--

New facility will train students on award-winning Avid solutions for nonlinear news production

Avid Technology, Inc. (NASDAQ: AVID) today announced that Washington State University, Pullman, WA, has invested in Avid® solutions for its new state-of-the-art, all-digital communication and broadcast facility to be housed in its Edward R. Murrow School of Communication. The new facility will be dedicated to teaching students the latest in nonlinear broadcast editing and workflow using an Avid-end-to-end digital news production environment. This sale represents the first two phases of a four-phase implementation.

"This is a unique opportunity for WSU students to get hands-on experience with Avid's state-of-the-art digital technology," said Alexis Tan, director of the Edward R. Murrow School of Communication, WSU. "Our broadcast production program prepares students to be leaders in digital media creation, and this technology enables them to learn on what the pros use to produce professional-quality digital graphics, entertainment, and news. We're excited to offer a program that prepares WSU students for jobs in broadcasting, where Avid production tools are the industry standard."

David Schleifer, Avid's director of Broadcast and Workgroups, commented, "WSU is creating a true broadcast environment by making a significant investment in the very best production technology, from Avid's flagship editing and finishing solutions to our award-winning news-gathering and shared-storage systems. Clearly, WSU is building a world-class program, and we look forward to working alongside the school as it creates a media production powerhouse for education in the West."

Phases one and two of the implementation include Avid broadcast news solutions such as Avid NewsCutter® Adrenaline™ FX, Avid NewsCutter XP, Avid Unity™ LANshare systems with MediaManager and TransferManager, as well as an Avid DS Nitris™ system for HD editing and finishing. These industry-leading solutions will allow students to work with a full range of broadcast editing and finishing systems in a true collaborative workflow.

Phases three and four are likely to include Avid Unity MediaNetwork, additional NewsCutter XP systems, PortServer Pro, Xdeck™, Avid AirSPACE™, and CaptureManager.

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.

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