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Avid Connects Professional Editing Community Through Support of EditFest London

Respected Industry Event Brings Together an Array of BAFTA(R), Oscar(R) and Emmy(R) Award-Winning and Nominated Editors

LONDON, June 19, 2014 (GLOBE NEWSWIRE) -- For the second year running, [Avid®](#) (OTC:AVID) has signed on as a platinum supporter for the America Cinema Editors (ACE) society's [EditFest London](#) taking place at the BFI Southbank on Saturday, 21 June. The event brings together a world-class line-up of editors, providing both established and aspiring film professionals with a rare opportunity to hear the most compelling artists talk about their work and interact with them in an intimate theater setting.

EditFest was launched by ACE in 2008 in Los Angeles, in response to a need to connect the industry's top editors in conversation with other editors and post-production professionals. Speaking at this year's event are an impressive array of BAFTA®, Oscar® and Emmy® award-winning and nominated editors including, Mark Sanger, ACE, (*Gravity*), Ken Schretzmann, ACE (*The Lorax*, *Toy Story 3*), Lucia Zucchetti, ACE (*The Queen*, *Closed Circuit*). Commencing the day is an in-depth conversation with ACE President and renowned editor of *All That Jazz*, *Network* and *The Notebook*, Alan Heim.

"Avid shares our passion for the role editors' play in bringing entertainment to life and our commitment to nurturing the motion picture community," said Alan Heim. "One of Avid's unique characteristics is that many of its employees are also experienced artists, and so like us, they are obsessive about solving real challenges that actually make a difference in the editing room. We appreciate Avid's ongoing commitment to us, to the community, and to understanding how we want to improve the way we tell stories."

Avid's support for EditFest underscores the company's commitment to the professional video editing community. In addition to sponsoring major industry events like EditFest, the company continues to develop innovative technologies and flexible models to meet the needs of every professional. Avid recently announced new subscription and flexible licensing options that can significantly lower the cost of entry for [Avid Media Composer®](#), the industry's most trusted professional editing solution.

"EditFest London is a fantastic opportunity for professional editors to share their experiences and inspire the next generation of filmmakers in honing and perfecting their craft," noted Jennifer Smith, senior vice president and chief marketing officer (CMO) at Avid. "One of the pillars of the Avid Everywhere vision is to provide a platform for connecting creative professionals. We are proud to continue our support for an organization that is also so deeply committed to fostering connection and collaboration in the editing community."

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 for the most listened to, most watched and most loved media in the world — from the most prestigious and award-winning feature films, music recordings, and television shows, to live concerts and news broadcasts. Industry leading solutions include Pro Tools®, Media Composer®, ISIS®, Interplay®, and Sibelius®. For more information about Avid solutions and services, visit www.avid.com, connect with Avid on [Facebook](#), [Twitter](#), [YouTube](#), [LinkedIn](#), [Google+](#); or subscribe to [Avid Blogs](#).

About ACE EditFest

Launched in Los Angeles in 2008 to put the leading film editors in touch and in communication with editors and those who work with editors and editing enthusiasts, EditFest expanded to New York in 2009 and London in 2013. EditFest presents panels, conversations and social interaction with some of the most influential editors working in film and television. The highly anticipated annual event, which sells out each year, has plans to expand to additional cities in the future.

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