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Avid Expands Connectivity Partner Program, Welcomes New Third-Party Integrations to the MediaCentral Platform

Media industry's leading developers to release Avid-certified apps on the expanded Avid Marketplace, so customers can easily and efficiently fill critical workflow gaps

LAS VEGAS, April 16, 2016 (GLOBE NEWSWIRE) -- **NAB (Booth #SU902)** -- [Avid®](#) (NASDAQ:AVID) today announced new [Avid MediaCentral™ Platform](#) innovations that help reduce the burden of making disparate technology work together so customers can focus on creating great content. The newly expanded [Avid Connectivity Partner Program](#) provides extensive new services, toolkits, and certification programs that help developers bring Avid-certified solutions to market, while the new [Avid Enterprise Marketplace](#) helps media professionals and organizations immediately access solutions from a convenient centralized location. These innovations deliver on the promise of [Avid Everywhere™](#) and the industry-leading openness of the Avid platform to help professionals easily access the tools they need to create, manage, and distribute content much more efficiently, collaboratively, and profitably.

"Broadcast and media organizations currently face a highly fragmented vendor landscape, and many are spending up to 25% percent of their IT budgets on integrating disparate systems," said Alan Hoff, vice president, Market Solutions at Avid. "Through the openness of the Avid MediaCentral Platform, we are bringing together the industry's best solution developers to make media workflow integration easier for customers. We've expanded the Avid Connectivity Partner Program to arm developers with the services and resources they need to create platform-compatible solutions even more easily, and the response has been overwhelming. There are a rapidly growing number of Avid MediaCentral Platform-enabled connectors and apps available through the Avid Marketplace, so customers can quickly fill critical workflow gaps."

The expanded Avid Connectivity Partner Program will help partners reduce overhead and bring their solutions to market more quickly and efficiently, while providing prospective developers with a single resource to acquire needed information and start developing for the platform. A full range of technical and marketing services provides incentive to create, promote, and sell their connected products with premium programs for the most active and engaged organizations.

"Fragmented technology is a major challenge in our industry, and customers are wasting valuable time and financial resources on integration efforts," said Sue Skidmore, head of Partner Relations, Adobe Professional Video. "Adobe believes in open and connected platforms, and the new Avid Connectivity Partner Program provides the right architecture to bring enterprise-class, cross-product workflows to market faster and more cost effectively. Through our partnership with Avid, we are able to provide media professionals with connected products that deliver the integrated workflows they need to produce the highest quality content."

The new Marketplace for Media Enterprises is a full-featured e-commerce site that will streamline, simplify, and accelerate the way media professionals and organizations meet their technology needs. Powered by the media industry's most open, flexible, and interoperable platform, the Avid MediaCentral Platform, enterprise customers can immediately access the Avid-certified tools they need from a convenient centralized location.

For Avid development partners that are part of the Avid Connectivity Partner Program, the Enterprise Marketplace represents an excellent opportunity to monetize their products and services. Many of the world's leading technology developers are using the Avid Connectivity Toolkit to make their products available on the new Avid Enterprise Marketplace, including companies like SpectraLogic, x.news, make.tv, Burst, Marquis, NLTek, SGL, Latakoo, Fortium, and ROOT6.

"As an Avid Connectivity Partner, we were able to work with Avid's Connectivity Toolkit to create the ContentAgent Connector, which ensures Avid certified connectivity to the Avid MediaCentral platform," said Marcus Hume-Humphreys, managing director at ROOT6 Technology. "Our partnership with Avid enables us to create and deliver certified MediaCentral Platform solutions that allow customers to achieve unprecedented workflow integration and streamline the most demanding collaborative operations."

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 Avid NEXIS™, 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, connect with Avid on [Facebook](#), [Instagram](#), [Twitter](#), [YouTube](#), [LinkedIn](#), or subscribe to [Avid Blogs](#).

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