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Avid Everywhere Builds Momentum With Rapidly Growing Sales of New Avid ISIS | 1000 Shared Storage Systems

With Nearly 300 Systems Sold Before Its Availability, Creative Teams and Video Professionals Worldwide Are Embracing Avid ISIS | 1000 to Accelerate Workflows and Enhance Collaboration

AMSTERDAM, The Netherlands, Sept. 11, 2015 (GLOBE NEWSWIRE) -- **IBC (Hall 7, Booth #J20)** -- Avid® (Nasdaq:AVID) today announced rapidly growing sales of the new [Avid ISIS® | 1000](#) shared storage system, continuing the momentum [Avid Everywhere™](#) is building in the video production community. With nearly 300 systems sold before its availability, creative teams and video professionals worldwide have embraced Avid ISIS | 1000 to enhance real-time collaboration, accelerate workflows, and seamlessly integrate a broad range of creative tools.

"Avid ISIS | 1000 really is a game changer, much like when Avid Unity was first released," said Brent Kirsten, founder of digitalcore. "After trying other vendors' solutions, the flexibility, management, and high-quality storage protection of Avid ISIS | 1000 is just what we need for our multi-editor, multi-platform facility. The ability to involve assistant editors and effects and graphics teams already on our network greatly improves our efficiency and workflow. By collaborating with Avid ISIS | 1000 media shares, we get things done faster."

Avid ISIS | 1000 was created after members of the [Avid Customer Association](#) voiced their need for a small, affordable shared storage system. Avid ISIS | 1000 was strategically designed to help Avid resellers grow sales revenues, targeting a variety of new creative applications with a powerful storage solution that is priced and configured to meet customer needs.

"With hundreds of systems already shipped worldwide, Avid ISIS | 1000 continues the momentum Avid Everywhere is building throughout the video production industry," said Kyle Kim-Hays, Senior Vice President and Chief Marketing Officer at Avid. "Thousands of customers need an affordable, reliable, and high-performance shared storage solution, and interest in Avid ISIS | 1000 is growing rapidly. By embracing Avid ISIS | 1000, creative teams and video professionals can get the powerful collaborative workflows and high-speed bandwidth they need to accelerate production and create the highest quality media."

Avid ISIS | 1000 is an affordable, high-performance shared storage system designed for smaller creative teams. With support for up to 24 users, ISIS | 1000 offers real-time editorial collaboration with performance that accelerates media workflows. The advanced Avid ISIS file management system allows creative teams to enhance collaboration and maximize production efficiency by enabling editors to work with a host of tools from Adobe, Apple®, and Grass Valley. By implementing ISIS | 1000, video professionals gain the trusted data protection, flexibility, and scalability only Avid can deliver.

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®, 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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