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## **Avid Expands Industry-Leading Media Suite With Solutions That Accelerate Workflows and Increase Efficiency**

### **New Modules for Ingest, Media Retrieval, and Multiplatform Distribution Streamline Workflows, Enabling Organizations to Complete Projects Faster, Lower Production Costs, and Gain Maximum Efficiency**

LAS VEGAS, April 5, 2014 (GLOBE NEWSWIRE) -- **NAB (Booth #SU902)** -- Avid® (OTC:AVID) today announced three new modules for the [Avid Media Suite](#), bringing timesaving workflows and enhanced collaboration to post-production, broadcast news, and other demanding environments. Operating on the open, extensible, and customizable [Avid MediaCentral Platform](#), the new [Media | Director](#) and [Media | Index](#) modules, along with [Media | Distribute](#) accelerate production and distribution workflows, enabling organizations to lower production costs and achieve more in less time.

The Avid Media Suite is a new grouping of products comprised of the company's industry-leading media management, news production, distribution, and monetization solutions. The suite includes tools for file-based ingest, asset search and management, and multiplatform distribution. Over time, the Media Suite will expand to include metadata tagging, protection and encryption, and analytics.

"Today's post-production and broadcast organizations are challenged with managing, accessing, sharing, and distributing more content than ever before, and in a variety of formats," stated Chris Gahagan, senior vice president of Products and Technology at Avid. "The new Media | Director, Media | Index, and Media | Distribute modules of the Avid Media Suite simplify and accelerate production and distribution workflows, helping organizations to reduce costs and achieve maximum efficiency across their entire network."

**Media | Director** speeds file-based workflows in reality TV, post-production, and broadcast environments. Using powerful yet easy-to-use scripting tools, Media | Director orchestrates the process of ingesting media into Avid and third-party production and nearline storage, enabling teams to start editing immediately and accelerate project turnaround. Ideal for productions that command high volumes of footage, Media | Director eliminates manual prep work, enabling organizations to lower production costs and gain maximum efficiency.

**Media | Index** accelerates and extends file search and retrieval across multiple [Interplay® | Production](#) systems, regardless of where the media is stored. Using an optimized, high-performance search engine, Media | Index can find clips and sequences instantly across multiple databases, and even across multiple global facilities, serving as the linchpin of the entire collaborative process. Media | Index provides significant cost savings and saves considerable time, enabling organizations to maximize their efficiency and create higher quality, more inspiring content.

**Media | Distribute (formerly Interplay Pulse)** simplifies, accelerates, and unifies distribution of content to multiple channels and devices, enabling organizations to create content once and deliver to all selected destination platforms automatically. Media | Distribute links production with distribution to web, mobile, and social media outlets by orchestrating workflow and automating file preparation and transcoding. And the latest version offers extended connections to even more third-party partners for online video platforms, social media, video transcoding, and web content management systems.

#### **Availability and Pricing**

Media | Distribute is available immediately. Pricing starts at \$8,000 USD for the Media | Distribute option for Interplay | Production, and \$2,000 USD for the Media | Distribute option for iNEWS®.

Media | Director will be available worldwide in May 2014.

Media | Index will be available worldwide in June 2014.

#### **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](http://www.avid.com), connect with Avid on [Facebook](#), [Twitter](#), [YouTube](#), [LinkedIn](#), [Google+](#); or subscribe to [Avid Blogs](#).

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