



## **Avid Enhances Alienbrain Studio 7 Asset Management Solution With Windows Integration Framework Free Software Development Kit Ensures Interoperability Between Alienbrain**

Environment and any Windows Application

TEWKSBURY, Mass., June 15 /PRNewswire-FirstCall/ -- Avid Technology, Inc. (Nasdaq: AVID) today announced the availability of a new software development kit (SDK) for Alienbrain® Studio 7, the company's award-winning digital asset management software for entertainment and computer graphics professionals. The new SDK -- known as the Windows Integration Framework -- will allow content creators to integrate Alienbrain Studio 7 functionality into any Windows-based software application.

"Alienbrain is currently used in a wide variety of industries, including games, film, commercial simulation, and design," said Gregor vom Scheidt, managing director at Avid with responsibility for the Alienbrain product line. "Customers in these industries use a unique combination of off-the-shelf and proprietary tools to create content. As we continue to expand the functionality of Alienbrain, we want to make sure that it is interoperable with the widest array of production tools. The Windows Integration Framework gives our user base an easy and efficient way to plug Alienbrain directly into the 2-D and 3-D content-creation tools they use, as well as any other Windows-based production application they may have developed on their own."

Robert Love, senior product lead at Criterion Software, and one of the first users of the Windows Integration Framework for Alienbrain, said, "We used this innovative SDK to integrate Alienbrain asset management functionality with RenderWare Studio, our collaborative game development framework. Typically, integrating two applications of this complexity would be a fairly lengthy process, but with the new Windows Integration Framework, we completed the integration very quickly."

The Windows Integration Framework streamlines the content-creation pipeline by bringing all of the core functionality of the Alienbrain system -- including file access, version control, and workflow features -- to any Windows-based software program. The SDK includes support for references between files, enabling artists to quickly find and work with models and all of their associated textures and shaders. By using the Windows Integration Framework, customers will significantly reduce the risk of losing or overwriting data, and have a more streamlined approach for working with files stored on an Alienbrain server.

The Alienbrain system already integrates with some of the leading content creation and administrative tools on the market, including Criterion RenderWare, Adobe Photoshop, SOFTIMAGE®|XSI®, Discreet 3ds max, Alias Maya, Kaydara MOTIONBUILDER, Metrowerks CodeWarrior, Virtools Dev 3.0, and Microsoft Visual Studio, Word, Excel, PowerPoint, and Internet Explorer.

### Pricing and Availability

The Windows Integration Framework is available at no cost with all versions of Alienbrain Studio 7, which began shipping in May 2004. Customers using previous versions of Alienbrain Studio must upgrade to version 7 in

order to use the Windows Integration Framework. For more information, please visit [www.alienbrain.com](http://www.alienbrain.com).

### 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](http://www.avid.com).

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