



ADDING MULTIMEDIA New Pinnacle PCTV Tuner Kits A Must-Have For Complete Media Center Experience on Windows Vista

New analog and digital TV tuner kits enable PCs to function as full-featured televisions and digital video recorders

TEWKSBURY, Mass.--(BUSINESS WIRE)--Jan. 31, 2007--Avid Technology, Inc. (NASDAQ: AVID), today announced that its consumer division, Pinnacle Systems, Inc., has expanded its Pinnacle PCTV™ product family to include the Pinnacle PCTV Tuner Kits for Windows Vista. The new line includes three products: two portable USB2 digital and analog TV tuner kits (HD ATSC/NTSC or DVB-T/PAL/SECAM) and one analog PAL/SECAM PCI Kit. All three products include an original full-size remote control that enables consumers to access the entire range of popular TV, PVR and multimedia features of Windows Media Center.

Bringing Television to PCs Running Windows Vista

"About 60 percent of PCs sold in the U.S. in the last quarter of 2006 have been Windows Media Center PCs. With the introduction of Windows Vista, an even larger percentage will include the latest Windows Media Center feature set. But, only a small portion of those actually include a TV tuner," said Jeff Hastings, Avid vice president and Pinnacle Systems general manager. "This is a great opportunity for Pinnacle to bridge the gap for consumers who want to get the most out of the great benefits that Media Center PCs offer."

"We are thrilled to see an important industry partner such as Pinnacle announce its full support for Windows Vista," said Liron Shaked, director of the Worldwide Consumer ISV Group at Microsoft Corp. "Combining the cutting-edge Pinnacle PCTV product family with the expanded capabilities of Windows Vista will enhance and enrich the television viewing experience for our mutual customers."

With the Pinnacle PCTV Tuner Kits, consumers can watch, pause, and record live television and schedule future recordings using the Windows Media Center TV Guide. Additionally, the products include an infrared blaster, which allows users to connect to and easily control set-top boxes or satellite television systems.

The PCTV Tuner Kits for Windows Vista are fully certified and optimized for Windows Media Center included in Windows Vista (Home Premium and Ultimate Editions) and Windows XP Media Center Edition.

Pinnacle and Windows Vista

NOTE: This announcement of fully certified products represents a key component of Pinnacle's strategy to begin offering Windows Vista-compatible systems at no additional cost in early 2007. As updates for other systems become available, Pinnacle will post complimentary patches or updated drivers on its website at www.pinnaclesys.com/vista.

Pricing and Availability

In North America, consumers can purchase Pinnacle PCTV HD Tuner Kit for Windows Vista starting in March through the Pinnacle Systems website (www.pinnaclesys.com), at major retailers, such as Best Buy and Fry's Electronics, and also at e-tailers such as Amazon.com, Buy.com and TigerDirect.com. USMSRP is \$129.

About Pinnacle Systems

Pinnacle Systems, Inc., a wholly-owned subsidiary of Avid Technology, Inc., is an industry leader in video editing solutions, TV tuners for the PC, and digital media adapters for the consumer market. The company's product lines include Pinnacle PCTV™, Dazzle®, Pinnacle ShowCenter™, Pinnacle Mobile Media™ and its flagship Pinnacle Studio™ line. For more information, visit www.pinnaclesys.com.

About Avid

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.

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