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Avid Everywhere Brings Top Creative Film Talent to IBC

Award-Winning Creative Professionals Will Reveal How The Grand Budapest Hotel and Mission: Impossible -- Rogue Nation Came Together With the Help of Avid Artist Suite Creative Tools

BURLINGTON, Mass., Aug. 27, 2015 (GLOBE NEWSWIRE) -- Avid® (Nasdaq:AVID) today announced guest speakers who will present at the Avid booth (#7.J20) at IBC 2015 which takes place in Amsterdam from September 11-15, 2015. Editor Barney Pilling, who cut *The Grand Budapest Hotel*, and supervising sound editor/sound designer James Mather, who worked on *Mission: Impossible - Rogue Nation*, will share how they embraced [Avid Everywhere](#)™ to bring these top movies to life using [Avid Artist Suite](#) creative tools powered by the [Avid MediaCentral Platform](#).

On Saturday, September 12 at 12pm CEST, Mather, an Emmy® Award-winning sound editor whose credits include work on four films in the Harry Potter franchise, will reveal how Artist Suite audio solutions helped him create the sounds that transport audiences into the thrilling world of *Mission: Impossible - Rogue Nation*.

On Saturday, September 12 at 2:30pm CEST and Monday, September 14 at 12pm CEST, Pilling, a three-time BAFTA® Award nominee and 2015 Academy Award nominee, will share his experience of working on Wes Anderson's *The Grand Budapest Hotel*. Attendees will get an insider's look behind the scenes as he demonstrates his creative techniques and workflows with the industry's preeminent nonlinear editing solution [Avid Media Composer](#)®.

In addition, the University of Salford's Paul Welshman, associate director of enterprise, Manchester, and Ameera Hill, head of technical services, Manchester will share how the university's partnership with Avid has helped make their state-of-the-art facility at MediaCityUK among the best places to learn broadcast and multimedia production in Europe. On Sunday, September 13 at 12pm CEST, Welshman and Hill will reveal how they develop their curriculum to engage and educate the next generation of digital media creators, and how they're working to make Salford a leader in media creation, proving that a university can innovate, as well as educate.

"We're thrilled to have some of the most talented professionals in film and education speak at our booth about how they've embraced Avid Everywhere and our industry-leading creative solutions to produce top movies and nurture the next generation of talent," said Kyle Kim-Hays, senior vice president and chief marketing officer at Avid. "Avid is passionate about and inspired by our customers' work and we look forward to sharing their experiences with IBC attendees."

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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