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Avid Customers Shine Bright at the 55th Annual GRAMMY® Awards

Record of the Year and Album of the Year Among the Winners Created with Avid Audio Solutions

BURLINGTON, Mass.--(BUSINESS WIRE)-- Avid® ([NASDAQ: AVID](http://NASDAQ:AVID)) today congratulates its many customers recognized as award nominees and winners at the 55th Annual GRAMMY® Awards, the world's most prestigious ceremony honoring music professionals. At the GRAMMY Awards held on February 10, 2013, various artists, producers and engineers who use Avid's audio solutions took home awards, including Record of the Year, Gotye featuring [Kimbra](#) for *Somebody That I Used To Know*; Album of the Year, Mumford and Sons for *Babel*; and Best Rock Album, Black Keys for *El Camino*. Avid solutions were also used in the studios of other GRAMMY Award winners including, Producer of the Year, Dan Auerbach for Black Keys, *El Camino*; Best New Artist, fun. for *We Are Young*; Rap Album, Drake for *Take Care*; Best Rap Song, Jay-Z & Kanye West for *N****s In Paris*; and Best Traditional R&B Performance, Beyoncé for *Love on Top*.

Many of this year's GRAMMY award-winning and nominated musical projects were created using Avid's professional audio solutions. Nominated albums powered by Avid [Pro Tools®](#) included Frank Ocean's *Channel Orange*; Taylor Swift's *We Are Never Ever Getting Back Together*; Björk's *Biophilia*; and M83's *Hurry Up, We're Dreaming*.

Of his nomination and Grammy win, François Tétaz said, "I was really surprised — it felt like a big warm hug from a lot of people. It was very affirming." Regarding his recording process, Tétaz said, "*Somebody That I Used To Know* was recorded and mixed entirely in Pro Tools. It didn't hit a board — it was just done in Pro Tools. It wasn't mixed on a board because it didn't need to be. It was working so well it just didn't need anything else."

"Year after year, the world's most celebrated musical talent chooses Avid to help bring their creative visions to life and inspire listeners everywhere," said W. Sean Ford, Avid *Vice President of Worldwide Marketing*. "Avid solutions set the industry standard when it comes to recording and producing the best music on the planet, and we are never more aware of that than when we see our customers shine on music's biggest night. We congratulate all our customers who were nominated and won at this year's GRAMMY Awards."

About Avid

Avid creates the digital audio and video technology used to make 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 concert tours and news broadcasts. Some of Avid's most influential and pioneering solutions include Media Composer®, Pro Tools®, Interplay®, ISIS®, VENUE, Sibelius® and System 5. For more information about Avid solutions and services, visit www.avid.com connect with Avid on [Facebook](#), [Twitter](#), [YouTube](#), [LinkedIn](#), [SoundCloud](#); or subscribe to [Avid Buzz](#).

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