



April 11, 2015

Avid Customer Association Gathers Another Sell-Out Crowd for Second Annual Avid Connect Event

Over 1,000 Media Industry Leaders, Video and Audio Creative Professionals, Students and Educators From More Than 50 Countries Join Together to Help Shape the Future of the Media Industry

LAS VEGAS, April 11, 2015 (GLOBE NEWSWIRE) -- Avid® (Nasdaq: AVID) today announced that Avid Connect 2015, the second annual event of the [Avid Customer Association](#) (ACA), is now under way at Caesars Palace in Las Vegas. With more than 1,000 industry influencers, media leaders, creative professionals, educators, and students in attendance from across the broadcast, pro video, and pro audio sectors, Avid Connect represents a landmark gathering of professionals dedicated to shaping the future of the industry.

"The energy here is electric," said Avid Chairman, President and CEO Louis Hernandez, Jr. "We are so proud to support this association. It is fantastic to have so many of our customers, partners, and industry colleagues here again, standing with us. They're here to celebrate the progress made during the association's first year, be the first to see the next phase of Avid Everywhere innovation, and collaborate together to prioritize the most important issues facing our industry. We thank them for driving progress for our community and working so closely with us to shape the future of the industry."

Led by an independent executive board of media visionaries, the ACA provides essential leadership to the media industry by working closely with Avid at both a strategic and operational level to set future direction.

Avid Connect takes place Saturday and Sunday, April 11 and 12, just prior to NAB. Earlier today, Avid revealed the next phase of [Avid Everywhere™](#) and demonstrated powerful new solutions tailored to the needs of individual artists, creative teams, and global media enterprises working together in a global ecosystem. A full roster of educational and community breakout sessions will take place Saturday afternoon, followed by a night of entertainment at the Brooklyn Bowl Las Vegas. Sunday morning, Guy Kawasaki, Chief Evangelist of Canva, and award-winning writer, director, and producer Morgan Spurlock will deliver keynote addresses.

"By putting so much emphasis on the ACA, Avid is proving to me that they're serious about addressing the most important issues we all face," said Chris Bové, video editor, Always Editing and Vice Chair of the ACA Community Advisory Council. "I'm proud to be part of this association, and it's great to be able to come together with so many talented peers at Avid Connect."

The list of Avid Connect and ACA sponsors includes channel partners and technology providers such as HP, CloudCraze, Aspera, Pronology, Global Logic, Glookast, Spectra Logic, Bluefish444, Blackmagic Design, Telestream, T2 Computing, Media Dist, Sony, G-Technology, Vintage King, LaCie, Root 6, StorageDNA, File Catalyst, CTG, Pro Sound Effects, Editor Keys, HB Communications, Oracle, NUGEN Audio, and SLG.

For more information about the Avid Customer Association, visit www.avidcustomerassociation.com.

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, connect with Avid on [Facebook](#), [Instagram](#), [Twitter](#), [YouTube](#), [LinkedIn](#), or subscribe to [Avid Blogs](#).

© 2015 Avid Technology, Inc. All rights reserved. Avid, the Avid logo, Avid Everywhere, iNEWS, Interplay, ISIS, Media Composer, Pro Tools, and Sibelius are trademarks or registered trademarks of Avid Technology, Inc. or its subsidiaries in the United States and/or other countries. The Interplay name is used with the permission of the Interplay Entertainment Corp. which bears no responsibility for Avid products. All other trademarks are the property of their respective owners.

CONTACT: Avid

Lisa Kilborn

lisa.kilborn@avid.com

+1.617.285.2288



Source: Avid Technology, Inc.

News Provided by Acquire Media