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Ravensbourne Embraces Avid Everywhere to Prepare the Next Generation of Media Professionals

Renowned London-Based Higher Education Media Institution Deploys the Avid MediaCentral Platform to Enable Collaboration and Prepare Students for Professional Success

BURLINGTON, Mass., Feb. 17, 2015 (GLOBE NEWSWIRE) -- Avid® (Nasdaq:AVID) today announced that Ravensbourne, an internationally recognized higher education institution specializing in digital media and design, has embraced [Avid Everywhere](#)¹ to implement a cutting-edge production asset management workflow based upon the [Avid MediaCentral™ Platform](#). By partnering with Avid, Ravensbourne is increasing collaboration between students and faculty, and providing students with the skills and training they need to launch successful careers upon graduation.

To help students access media from any location and enhance collaboration between students and faculty, the school implemented advanced media management solutions from the Avid [Media Suite](#). The new workflow includes a media asset management system and Avid [MediaCentral | UX](#), a cloud-based, web front-end to the Avid MediaCentral Platform. Together, the new workflow streamlines the production process, accelerates turnaround time, and allows students and faculty to collaborate with industry-standard tools, even outside of the classroom.

"Our editing and post production courses have doubled in size since we opened our new building in 2010," stated Will Pearson, Director of Technology at Ravensbourne. "For these students, Media Composer is key for their learning. When added to the audio-based courses using Pro Tools, we already had a compelling case for investment in the very latest technologies. Our new Open Media facility will stand as one of the most advanced and flexible production spaces at any UK university. This would not have been possible without the support of Avid."

To store and access the high volume of media students are creating, Ravensbourne deployed solutions from the Avid [Storage Suite](#), including an [ISIS® shared storage](#) system and an [AirSpeed® | 5500](#) server for ingest and playout. These solutions provide the faculty with increased flexibility for reviewing and approving student work, while providing the power, reliability, and storage capacity students need to sustain real-time workflows.

The new Avid workflow also includes industry-standard creative tools from the [Artist Suite](#), which students use to create a wide range of video and film projects. By teaching students [Media Composer®](#) and [Media Composer | Cloud](#), the most proven and trusted video editing software in the industry, Ravensbourne is enabling students to maximize their time in the creative zone and prepare for elite careers in the broadcast and media industry.

"Avid Everywhere meets the unique needs of educators and students by combining industry-standard solutions with continuous innovation all built upon the Avid MediaCentral Platform," stated Jennifer Smith, senior vice president and Chief Marketing Officer at Avid. "We're excited to see Ravensbourne leverage the power of Avid Everywhere to train students in a media environment that mirrors real world production facilities. Ravensbourne is helping students and educators collaborate in powerful new ways, and also teaching students the workflows they need for successful careers."

Moving forward, Ravensbourne plans on partnering with Avid to guide the future of digital media education solutions. The school recently joined the newly formed Avid Customer Association's Educational Ad Hoc committee, which works with leading educational institutions and partners to collaborate on most effectively preparing the next generation of creative professionals, as well as help educators in sustainable business models.

At the upcoming BVE Expo in London, Ravensbourne will join other industry visionaries on the panel, *It's All About the Workflow*, which will examine workflows of the present and future. The panel takes place on Tuesday, February 24, 2015 from 11:30am to 12:00pm at the Post Production Theatre. Please link [here](#) for more information.

About Ravensbourne

Ravensbourne is a university sector institution innovating in digital media and design. It has a community of approximately 2,400 students and offers vocational digital media and design courses from pre-degree, undergraduate and postgraduate to professional short course level. Ravensbourne champions the creative exploitation of digital technology through innovation and collaboration. It is driven by industry standards and supported by the latest high-performance technology, producing highly employable and enterprising graduates. It has a strong track record in graduate employability and business creation. Today

Ravensbourne also hosts more than 100 creative technology businesses alongside its student community who utilise its leading edge technologies, media resources and collaborate with its student body and industry partners.

www.ravensbourne.ac.uk

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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](#).

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