Softimage Unveils 2008 Education Program

New Program for Schools and Training Centers Targets Next Generation of 3D Artists and Animators

MONTREAL--(BUSINESS WIRE)--Feb. 7, 2008--Softimage Co., a subsidiary of Avid Technology, Inc., (Nasdaq: AVID), today announced details of its newly expanded Softimage 2008 Education Program. This program offers specialized curriculums for training facilities and instructors mentoring the next generation of 3D artists and animators. Softimage also unveiled the Softimage Graduate Program--awarding students with a free one-year commercial license of SOFTIMAGE/XSI Essentials software valued at USMSRP $2,995 when they complete their degree or diploma from a recognized Softimage Education Partner. This free commercial license will give graduates the professional 3D software they need to begin accepting freelance work and develop a show-reel--essential for breaking into the professional 3D market.

Softimage is working closely with education and training facilities worldwide to answer the growing demand for artists trained on SOFTIMAGE/XSI animation software. With the launch of the Softimage Education Program, the company is enhancing and developing collaborative relationships with trainers, instructors and administrators by offering access to specialized marketing, technical and training materials as well as a series of student-oriented benefits.

"To meet the increasing demand for SOFTIMAGE/XSI 3D artists worldwide, we're kicking off series of focused educational initiatives starting with the new Softimage certification program for instructors and compelling post-graduation incentives for students," said Marc Stevens, general manager of Softimage and vice president of Avid Technology. "Extensive input from our educational partners has helped shape these new programs in terms of meeting the needs of both the schools and the students. There has never been a better time to teach or learn SOFTIMAGE/XSI."

The Softimage Education Program consists of the Softimage Education Partner (SEP) and the Softimage Certified Instructor (SCI) Program.

Softimage Education Partner (SEP) Program

The SEP program is tailored for, and open to, all education and training facilities that offer SOFTIMAGE/XSI as a learning course within their curriculum, and taught by a certified Softimage instructor.

Benefits to the Softimage Education Program include:

-- Participation in the Softimage Graduate program--graduating students from a recognized Softimage Education Partner institute (offering a diploma or degree program) receive a free one-year commercial license of SOFTIMAGE/XSI Essentials

-- Essential training resources including tutorials, instructional content and DVD training

-- Access to a private website and Softimage marketing materials (posters, logos, reels, etc.)

-- Early access to new versions of SOFTIMAGE/XSI software with priority link to engineers and experts

-- A personalized student gallery on Softimage.com

Softimage Certified Instructor (SCI) Program

The new Softimage Certified Instructor Program is designed to meet the needs of the professional training community by offering a streamlined, online process for instructors to help them learn the latest features and techniques in SOFTIMAGE/XSI software at their own pace, and become a Softimage Certified Instructor. The SCI program assures all certified instructors are knowledgeable and current with the latest SOFTIMAGE/XSI software technology and presentation skills to successfully train students. Since launching the program at the end of 2007, instructors all over the globe have applied, and are now in the process of being certified. Any educator who wishes to become certified can visit: http://www.softimage.com/education/ for details.

Softimage Education Summit at GDC 2008

Softimage is hosting an Education Summit at the upcoming Game Developer Conference (GDC) in San Francisco on Tuesday, February 19th from 1-4pm. Company executives will present the 2008 Education Program to academic leaders from all over North America. Special guest speakers from Crytek and Pandemic Studios will give their views and opinions on key education requirements to enter the 3D game market. For more information visit: http://www.softimage.com/events/gdc08/default.aspx

To subscribe to the Softimage Education program for updates on training opportunities, upcoming events dates and on-line information sessions, send an e-mail to: certification@softimage.com or visit www.softimage.com/education

About Softimage Co.

Softimage Co., a subsidiary of Avid Technology, Inc. is a worldwide 3D graphics and animation software company focused on the media and entertainment industry. Its flagship software, SOFTIMAGE®/XSI®, is a complete 3D modeling, animation, rendering, and visual effects solution that enables 3D artists and technical directors to bring their creative vision to life. Other solutions from Softimage include: Softimage Alienbrain®, a digital asset management solution for artists, SOFTIMAGE/FACE ROBOT®, lifelike facial animation software, and SOFTIMAGE/CAT™, a complete character animation plug-in. Softimage software has been used to create award winning feature films, television productions and top selling video games. For more information about Softimage, visit www.softimage.com.

About Avid Technology, Inc.

Avid is a worldwide leader in tools for film, video, audio, 3D animation, gaming and broadcast professionals - as well as for home audio and video enthusiasts. Avid professional and consumer brands include Avid, Digidesign, M-Audio, Pinnacle Systems, Sibelius, Softimage and Sundance Digital. The vast majority of primetime television shows, feature films, commercials and chart-topping music hits are made using one or more Avid products. Whether used by seasoned professionals or beginning students, Avid's products and services enable customers to work more efficiently, productively and creatively. Avid received an Oscar® statuette representing the 1998 Scientific and Technical Award for the concept, design, and engineering of the Avid® Film Composer® system for motion picture editing. For more information about the company's Oscar, Grammy® and Emmy® award-winning products and services, visit www.avid.com.

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