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Leading German Broadcaster Selects Avid to Streamline Production and Increase Efficiency

Momentum Continues to Build in the European Market, as Leading German Broadcaster Selects Avid Solutions to Accelerate Content Production and Increase Collaboration

BURLINGTON, Mass., June 9, 2014 (GLOBE NEWSWIRE) -- [Avid®](#) (OTC:AVID) today announced that Hessischer Rundfunk, one of Germany's leading public broadcasters, has selected Avid solutions to power its post-production workflow. The upgrade empowers Hessischer Rundfunk to benefit from the [Avid MediaCentral Platform](#) through enhanced collaboration, accelerated production, and producing and distributing higher-quality content to millions of German citizens via four radio stations and one television channel.

"Hessischer Rundfunk's investment demonstrates the growing momentum Avid is building in the European market," said Jeff Rosica, Senior Vice President Worldwide Field Operations at Avid. "By choosing Avid, Hessischer Rundfunk now has the innovative tools it needs to improve operational efficiency and quickly adapt to changes and demands in audience preferences, today and in the future."

As technology budgets continue to shrink across the globe, broadcasters need to leverage cutting-edge solutions to maximize operational efficiency. By implementing the industry's most open and tightly integrated workflows, including two [System 5 Fusion](#) digital audio mixing consoles and a [Pro Tools®|HDX](#) system with [Interplay®](#) integration, Hessischer Rundfunk has streamlined its production and distribution processes, greatly increasing efficiency.

Before the upgrade, the main production facility was equipped with an aging Studer mixing console. Due to the lack of integration with Hessischer Rundfunk's audio/visual workstations, flexibility and control were limited. The new System 5 Fusion expandable digital console now lets engineers control content from up to five digital audio workstations using a single control surface, while delivering premium sound quality and performance.

"With S5 Fusion, Interplay, and Pro Tools 11, Avid has established a fully integrated file-based workflow for audio post production," stated Juergen Winkler, head of IT and project management at Hessischer Rundfunk.

"Our collaboration with Avid has been fantastic since the very beginning," added project manager Joachim Jacob. "Pro Tools 11 gives us the ability to import many types of video material without conversion, allowing us to work more quickly and efficiently. Plus, we are looking forward to using EUCON™ 3 with our S5 Fusion for complete hardware and software integration."

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](#), [Twitter](#), [YouTube](#), [LinkedIn](#), [Google+](#); or subscribe to [Avid Blogs](#).

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