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## **Avid Reveals Powerful Speaker Line-up at Avid Connect 2018 to Explore Innovation in Action Across Media and Entertainment**

**Fifth annual Avid Connect conference includes dozens of informative sessions with valuable thought leadership from accomplished creative, technical, and business voices from industry-leading media organizations across the globe**

BURLINGTON, Mass., March 14, 2018 (GLOBE NEWSWIRE) -- [Avid®](#) (Nasdaq:AVID), along with Avid Customer Association (ACA) leadership today unveiled the extensive speakers list and full program for the fifth annual [Avid Connect](#) conference taking place April 6-8, 2018, immediately preceding the 2018 NAB Show. Attendees will interact and explore "Innovation in Action" across the global media and entertainment landscape, learning directly from creative, technical and business peers at the forefront of industry innovation and transformation in the digital era. Industry professionals can take part by signing up for the pre-event discount rate at [www.avidconnect2018.com](http://www.avidconnect2018.com) through March 31, 2018.

This year's Avid Connect [roster of speakers](#) is larger and more user-focused than ever before, delivering insights and creating an exchange with some of the industry's most celebrated media companies such as The Discovery Channel, Digital Production Partnership, DigitalFilm Tree, and Sinclair, and technology leaders such as Fortium and Microsoft, as well as industry research and news organizations including The Broadcast Bridge, Devoncroft Partners, Frost & Sullivan, TVNewsCheck, The Hollywood Reporter, Broadcast Beat, and Broadcast TECH.

Focused through two learning tracks in answer to the industry's most pressing needs, *Business of Broadcast & Media* and *Creation of Compelling Content*, Avid Connect 2018 ensures valuable exploration and discovery for participants at all levels of the industry—whether they're a media company executive, part of a production team, or an independent professional or creative artist. Panels and sessions include:

- | *The Cloud Revolution: Taking Media Operations to New Heights*
- | *Navigate Immersive Viewer Experiences: New Business Prospects, New Potential Content in VR & AR*
- | *Olympic Size Productions — How the Biggest Names in Sports Deliver the Biggest Live Events*
- | *Master the Workflow: The Clearest Path to Becoming a Feature Film Editor*
- | *Creating a Compelling Immersive Audio Mix for VR Content*

"The Avid Customer Association's unique mission and proposition to create an inclusive platform for anyone in our industry to collaborate and take action is the key to its record for producing more beneficial gatherings year after year," said Avid CEO and President Jeff Rosica. "Avid's proud of what we've created in partnership with the ACA leadership and members who are stepping forward to collaboratively address our collective needs. We're eager for attendees to enjoy the synergy among the gathered thought leaders, business trendsetters, technology innovators and award-winning creative artists from Avid's preeminent client and user community and beyond."

### **Second annual ACA Vote results to be announced**

With its unsurpassed broad industry representation, the ACA provides the most effective means to keep a finger on the pulse of the future of media and entertainment technology. Avid Connect will provide the defining moment when the [second annual ACA Vote](#) results will be announced. Last year, the ACA Vote prioritized Avid's year of product releases and innovation and brought to light the membership's strategic technology priorities spanning IP connectivity, 4K, cloud infrastructure, UHD/4K content creation, and virtual and augmented reality. Industry professionals can [register for the ACA today for free](#) to cast their own vote before the deadline of March 19, 2018.

### **Explore new media and entertainment technologies**

Attendees of Avid Connect 2018 will also enjoy ample hands-on opportunity with new technologies from across the vendor community. In the Partner Pavilion spotlight, companies including AMD, Aspera, Dell, Glookast, PACE Anti-Piracy, Quantum, and Western Digital will demonstrate their roles in the rich ecosystem made possible by the openness of Avid's tools and Avid MediaCentral®, showcasing their innovative products for users of Avid workflows.

Additionally, Avid will reveal its latest wave of product introductions and enhancements — influenced by the ACA Vote — that empower customers and users to thrive in the digital era. During the Avid Connect general session, Avid's leadership team will for the first time detail its breakthroughs across post, sports, news, and sound that will enable its entire community

to go even further than previously imagined.

Industry professionals can [register today for Avid Connect](#) before the discounted rate ends on March 31 and immediately start to take full advantage of the [Avid Connect App](#), which enables attendees to connect with other participants in advance to make the most of this unique three-day event.

### **About the Avid Customer Association**

Participants throughout the media and entertainment ecosystem are confronting increased pressures and competition as digital disruption is impacting content creation, management, delivery and monetization. In response, Avid, along with its customers, established the ACA as the world's most innovative and influential media technology community representing organizations and professionals from all levels of the industry—fostering deep collaboration between Avid and the people who are most passionate about capturing opportunities to thrive amid industry change and disruption. Any professional working in media and entertainment can improve their opportunity, understanding and connectivity through ACA membership, which is free of charge for any qualified member of the community. Learn more at [www.avidcustomerassociation.com](http://www.avidcustomerassociation.com).

### **About Avid**

Through Avid Everywhere<sup>®</sup>, Avid delivers the most open and efficient media platform, connecting content creation with collaboration, asset protection, distribution, and consumption. Avid's preeminent customer community uses Avid's comprehensive tools and workflow solutions to create, distribute and monetize the most watched, loved and listened to media in the world—from prestigious and award-winning feature films to popular television shows, news programs and televised sporting events, and celebrated music recordings and live concerts. With the most flexible deployment and pricing options, Avid's industry-leading solutions include Media Composer<sup>®</sup>, Pro Tools<sup>®</sup>, Avid NEXIS<sup>®</sup>, MediaCentral<sup>®</sup>, iNEWS<sup>®</sup>, AirSpeed<sup>®</sup>, Sibelius<sup>®</sup>, Avid VENUE<sup>™</sup>, Avid FastServe<sup>™</sup>, Maestro<sup>™</sup>, and PlayMaker<sup>™</sup>. For more information about Avid solutions and services, visit [www.avid.com](http://www.avid.com), connect with Avid on [Facebook](#), [Instagram](#), [Twitter](#), [YouTube](#), [LinkedIn](#), or subscribe to [Avid Blogs](#).

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