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Acclaimed Filmmaker Morgan Spurlock to Headline Avid Webinar on Indie and 3D Production

Academy Award-nominated documentarian will share insights on independent filmmaking, selecting Avid solutions and a behind-the-scenes look at the production of his latest work, "One Direction: This is Us"

BURLINGTON, Mass.--(BUSINESS WIRE)-- [Avid®](#) ([NASDAQ: AVID](#)) today announced that it will host a webinar on August 29, 2013 with Academy Award-nominated filmmaker Morgan Spurlock, who will share his secrets of compelling storytelling and talk specifically about his latest 3D film, *One Direction: This is Us*. Spurlock is highly regarded for his indie documentaries, including *Super Size Me*, which was nominated for an Academy Award, and *The Greatest Movie Ever Sold*. Spurlock and Chilnick recently completed *One Direction: This Is Us*, a highly anticipated film that combines 3D concert footage with Spurlock's trademark documentary style.

In the webinar, Spurlock and his long-time creative partner and producer on the film, Jeremy Chilnick, will cover the storytelling secrets behind their success, giving a behind-the-scenes look at their creative process and discussing how Avid solutions allowed them to collaborate in complex workflow environments. They will also address how cutting-edge solutions from Avid enabled them to create high-quality, inspiring content cost effectively, and with maximum efficiency. Webinar attendees will have an opportunity to ask questions in a live Q&A session.

"Storytelling is a complex art form on any scale, and I'm looking forward to sharing my experience with the Avid community," Spurlock said. "Whether working on a small-budget film or a large, 3D production like *One Direction: This is Us*, I have always been able to rely on Avid to provide innovative, groundbreaking solutions that integrate into my workflows."

"At Avid, we have the rare privilege of working with many inspirational creative professionals who truly are the best in the business, and Morgan Spurlock is clearly top-tier in the independent filmmaking community," said W. Sean Ford, vice president of worldwide marketing and chief marketing officer, Avid. "In a continuing effort to facilitate information sharing and learning with our community, we are thrilled to host this forum for Spurlock and Chilnick to share their unique insights."

One Direction: This is Us is an intimate and all-access look at life on the road for the global music phenomenon. It combines live concert footage with interviews with the band members as they chronicle their rise to fame. It will be released by Sony Pictures on August 30, 2013.

The webinar will take place August 29, 2013 at 11 a.m. PST/2 p.m. EST. Participants may register on the [Avid website](#).

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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