



Portugal's SIC TV Turns to Avid for State-of-the-art Graphics

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Avid's Maestro graphics enables the Portuguese broadcaster to centralize graphics production at its new production complex based on Video over IP

BURLINGTON, Mass., May 15, 2019 (GLOBE NEWSWIRE) -- [Avid](#)[®] ([Nasdaq: AVID](#)) today announced that Portugal's leading private broadcaster, [SIC TV](#) (Sociedade Independente de Comunicação), has signed an agreement for Avid to provide its Maestro™ graphics workflow and multi-year service agreement for SIC TV's new headquarters, which is Europe's first Video over IP production facility.

Avid's Maestro graphics gives SIC TV's production teams powerful collaborative and creative capabilities to engage audiences while increasing efficiency and reducing operational costs. Avid worked closely with channel partner VANTeC, whose deep graphics expertise and strong local support capabilities proved invaluable to SIC TV. VANTeC deployed Maestro graphic engines to handle SIC TV's myriad production needs, ranging from on-screen news graphics and video walls to virtual sets, augmented reality, sports graphics and branding.

"Avid's new Maestro | Engine provided hybrid Video over IP and SDI interfaces, which allowed us to standardize our graphics production; maximize resources by sharing templates amongst designers and operators; and improve operational efficiency, collaboration, creativity and innovation," said José Lopes, Director of Operations and Technology at SIC TV. "The power and flexibility that Avid Maestro graphics provides made it the clear technology choice for our new facility."

To meet the demands of 24/7 news and entertainment programming across multiple TV channels, SIC TV expanded its graphics workflow, from real-time graphics creation using [Maestro | Designer](#) to management, distribution and payout using [Maestro | News](#) to presenting content using [Maestro | Virtual Set](#) and [Maestro | Telestrator](#). The [Maestro | Engine](#) real-time graphics rendering platform powers SIC TV's Maestro graphics, while Avid's [FastServe](#)[®] | [Playout](#) next-gen video server streamlines ingest and payout.

With Avid's state-of-the-art Maestro graphics, SIC TV is elevating its on-air visual identity and increasing its brand awareness through high quality content and photorealistic graphics.

"In Portugal's competitive media environment, SIC TV needs to retain and build market share with captivating graphics that drive audience engagement," said Jeff Rosica, Avid CEO and President. "With this agreement, SIC TV will be able to engage viewers with enticing storytelling and more real-time broadcast graphics—while at the same time reducing its operational costs. Already it is seeing results, having claimed the top spot among Portugal's private broadcasters in just one month."

Alexandre Roriz, VANTeC CEO, added, "The ability to easily integrate Avid's powerful Maestro graphics with SIC TV's solutions enabled us to create agile, automated workflows across all production teams. As a result, SIC TV is poised to continue its rating climb and has established itself as one of the world's leading Video over IP production facilities."

About Avid

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[®], Pro Tools[®], Avid NEXIS[®], MediaCentral[®], iNEWS[®], AirSpeed[®], Sibelius[®], Avid VENUE™, FastServe[®], Maestro™, and PlayMaker™. 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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