



## Avid Offers Cloud-Enabled Subscription Option for Avid NEXIS Storage

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**With the introduction of Avid NEXIS | Flex subscriptions, media organizations have the option to deploy Avid NEXIS with an OPEX business model, running Avid's award-winning virtual file system on premises or in the cloud**

BURLINGTON, Mass., May 25, 2022 (GLOBE NEWSWIRE) -- As unveiled yesterday during its 2022 Investor Day event at the Nasdaq MarketSite in New York City, [Avid](#)<sup>®</sup> ([Nasdaq: AVID](#)), the leading media tech innovator for cloud-based content workflows, has made its award-winning [Avid NEXIS](#)<sup>®</sup> media storage solution available as a subscription offering, enabling flexible deployment on premises or in the cloud.

Deployed in thousands of media operations globally, Avid NEXIS is the media industry's leading software-defined storage solution designed for media creation workflows. Avid NEXIS enables hundreds of users to collaborate simultaneously to create video content—including feature films, news and sports, and TV entertainment and corporate media. With the addition of Avid NEXIS | Flex<sup>™</sup> subscription plans, Avid customers will enjoy flexible OPEX payment options that allow them to transition their workloads from on-premises to the cloud at their own pace.

At the core of Avid NEXIS is the innovative Avid Virtual File System, which enables ultra-high performance, collaborative workflows for media creation teams. This intelligent software layer, today in production at thousands of Avid customer sites worldwide, runs on commodity COTS hardware on premises or in the cloud.

"Avid NEXIS | Flex subscription plans offer our customers the option to transition their infrastructure spend to OPEX, as well as the flexibility to gradually migrate their software licenses to run on the cloud over time, as they embrace hybrid cloud deployment models, all with the proven collaborative workflows that Avid NEXIS is known for," said Tim Claman, General Manager of Video & Media Solutions, Avid. "Avid NEXIS is the latest Avid product line to offer subscription plans, providing our customers with the financial flexibility and operational agility they need to navigate the rapidly-changing media marketplace."

[View Avid's 2022 Investor Day presentations](#), to learn more about the company's market leading workflow solutions and cloud innovations for media creators.

### Avid Powers Greater Creators

People who create media for a living become greater creators with Avid's award-winning technology solutions to make, manage and monetize today's most celebrated video and audio content—from iconic movies and binge-worthy TV series, to network news and sports, to recorded music and the live stage. What began more than 30 years ago with our invention of nonlinear digital video editing has led to individual artists, creative teams and organizations everywhere subscribing to our powerful tools and collaborating securely in the cloud. We continue to re-imagine the many ways editors, musicians, producers, journalists and other content creators will bring their stories to life. Discover the possibilities at [avid.com](#) and join the conversation on social media with the multitude of brilliant creative people who choose Avid for a lifetime of success.

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