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## **Avid Everywhere Studio Suite Delivers Captivating Real-Time Graphics That Enhance Broadcast Production Value**

### **New Product Suite Integrates Best-in-Class Products From Recently Acquired Orad Hi-Tec Systems Into the Avid MediaCentral Platform, Forming a Comprehensive Ecosystem for Media Creation, Distribution, and Monetization**

AMSTERDAM, The Netherlands, Sept. 11, 2015 (GLOBE NEWSWIRE) -- **IBC (Hall 7, Booth #J20)** -- Avid® (Nasdaq:AVID) today announced the [Avid Studio Suite](#), a new grouping of products that enables collaboration between customers who use Orad solutions and other Avid and third-party products on the [Avid MediaCentral™ Platform](#). Featuring deep integration with existing Avid solutions, the Studio Suite includes industry-leading Orad 3D real-time graphics, video servers, sports enhancement, virtual sets, and video wall solutions, helping customers to build stronger brands, keep up with 24/7 news cycles, and quickly create engaging sports programming.

The Studio Suite, together with other layers of the [Avid Everywhere™](#) solution stack, helps create a comprehensive ecosystem that encompasses everything from media creation to distribution and monetization, addressing every aspect of the new digital media value chain.

"Today's media technology solutions are highly fragmented, making it difficult for broadcasters and content creators to operate efficiently," said Dana Ruzicka, Vice President and Chief Product Officer at Avid. "By integrating Orad solutions into the Avid MediaCentral Platform, we are providing a comprehensive, turnkey solution for organizations to create, manage, enhance, and distribute content much more quickly and efficiently. The new Studio Suite underscores the tremendous synergy between Avid and Orad solutions and represents significant value for media professionals."

The Studio Suite features hardware and software applications that are fully integrated with other Avid products, offering a complete solution approach that augments production capabilities for broadcast news, sports, and live production:

- Artists, designers, journalists, and editors can enhance their stories with the highest-quality real-time media, including interactive graphics, augmented reality, video wall display control, on-air graphics, and more
- Producers can turn stories around faster and more efficiently and address every production need, including retrieving, moderating, and populating content from social media to the TV screen

Avid completed its purchase of Orad Hi-Tec systems in June 2015, achieving another significant advancement in the company's Avid Everywhere vision. More than 600 customers worldwide rely on cutting-edge Orad solutions to produce graphics, live events, and sports broadcasts. Now that Orad solutions are integrated into the Avid MediaCentral Platform, customers have greater choice over the tools they use, and gain a more streamlined workflow to boost efficiency, minimize disruption, and eliminate interoperability challenges.

#### **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. Media organizations and creative professionals use Avid solutions to create the most listened to, most watched and most loved media in the world—from the most prestigious and award-winning feature films, to the most popular television shows, news programs and televised sporting events, as well as a majority of today's most celebrated music recordings and live concerts. Industry leading solutions include Pro Tools®, Media Composer®, ISIS®, Interplay®, ProSet and RealSet, Maestro, PlayMaker, and Sibelius®. 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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