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Avid Marketplace Offers Powerful New Features and Expanded Partner Roster

Pro Tools and Media Composer users now have access to a larger and ever-growing selection of tools thanks to improved flexibility and broad Alliance partner participation

LOS ANGELES, Sept. 29, 2016 (GLOBE NEWSWIRE) -- **AES (Booth #303)** — [Avid®](#) (Nasdaq:AVID) today announced that momentum for the [Avid Marketplace](#) continues to grow with widespread partner participation and extensive, streamlined development toolkits. With powerful new features and a greatly expanded list of partners that continues to grow, the Avid Marketplace puts hundreds of AAX plug-ins within easy reach of [Avid Pro Tools®](#), [Avid Media Composer®](#) and [Avid VENUE](#) users.

Participants in the Avid Marketplace include Waves, Crane Song, Eventide, iZotope, Sonnox and Nugen, providing a large and ever-expanding selection of AAX tools that meet the needs of all users—from a guitarist creating a demo with [Pro Tools | First](#) to a [Pro Tools | HDX](#) user collaborating remotely across continents. In addition, the Avid Marketplace now welcomes partners who use serial codes for license management, helping make the Avid Marketplace an even more valuable resource to Avid users.

"Joining the Avid Marketplace was a great decision for Crane Song," said Dave Hill, engineer and company owner. "The experience has been amazing and the Avid Marketplace is becoming the go-to destination for the best AAX Plug-ins and other essentials for Avid customers."

The Avid Marketplace offers in-app purchases within Pro Tools, enabling users to spontaneously audition and purchase AAX plug-ins without losing their creative momentum. Plug-ins can also be automatically installed while a project is active.

"The continued expansion of the Avid Marketplace enables customers to benefit from powerful services, like the ability to conveniently purchase plug-ins and apps as they need them without interrupting the creative process," said Tim Carroll, VP Product Management, audio at Avid. "The growing roster of new certified Alliance partners joining the Avid Marketplace gives customers the widest range of options to acquire the tools they need to create great-sounding content."

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®, Avid NEXIS™, Interplay®, ProSet and RealSet, Maestro, PlayMaker, and Sibelius®. 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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