



June 11, 2015

FotoKem Makes Significant Commitment to New High-Resolution Video IO System from Avid for 4K Projects

Major Los Angeles Post-Production House Embraces Avid Everywhere, Becoming First to Purchase Avid Artist | DNxIO Interfaces for Fast and Efficient High-Resolution Content Production

BURLINGTON, Mass., June 11, 2015 (GLOBE NEWSWIRE) -- [Avid®](#) (Nasdaq:AVID) today announced that FotoKem, one of the largest post-production houses in Los Angeles, has purchased [Avid Artist | DNxIO](#) interfaces to accelerate production of their 4K projects. Combined with the industry's preeminent [Media Composer](#) video editing software, Avid Artist | DNxIO will give FotoKem the creative tools it needs to more quickly and efficiently create high-resolution media.

A long-standing Avid customer, FotoKem's credits include features like *Interstellar* and the upcoming Warner Bros. film *San Andreas*, as well as primetime television shows including *Better Call Saul*, *Homeland* and *Dancing with the Stars*. With more and more film and television productions being captured in 4K and Ultra HD formats, FotoKem needed a solution to deliver high-resolution projects quickly and efficiently.

"We were very excited by the recent launch of Avid Artist | DNxIO and its potential to help us cut and deliver 4K content faster and more efficiently," said Jon Mauldin, VP of Technology Non-Linear, FotoKem. "We jumped at the chance to be the first customer to invest in the new interface to help us manage the growing number of high-resolution projects we're taking on."

Launched in April at [Avid Connect](#) 2015 the Avid Artist | DNxIO interface delivers best-in-class high-res video ingest, editing, monitoring, and output, giving video professionals the flexible, open, and integrated creative tools they need to efficiently create the highest-quality media. Built on the [Avid MediaCentral Platform](#), the Artist | DNxIO interface is compatible with any [Avid Artist Suite](#) solution and many third-party creative tools, including Blackmagic Resolve, Apple Final Cut Pro, Adobe Premiere Pro, and more.

"As more productions shift towards higher resolutions, video professionals need integrated hardware and software to enable them to take on any project," said Jeff Rosica, senior vice president, worldwide field operations, Avid. "FotoKem's significant investment in Avid Artist | DNxIO demonstrates the urgent need for a cutting-edge, yet affordable solution to overcome the challenges that high-resolution projects bring."

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](#), [Instagram](#), [Twitter](#), [YouTube](#), [LinkedIn](#), or subscribe to [Avid Blogs](#).

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Source: Avid Technology, Inc.

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