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## **Avid to Help Power 'Everywhere, Anytime' TV Coverage for Leading German Broadcasters at Sochi Winter Olympic Games**

### **German Public Broadcasters ZDF and ARD Select Avid Solution as Part of the Production Workflow to Drive Operational Efficiencies at the 2014 Winter Games**

BURLINGTON, Mass., Jan. 29, 2014 (GLOBE NEWSWIRE) -- Avid® (Nasdaq:AVID) today announced that its industry leading content creation, management and distribution solutions will power the live production infrastructure for [ZDF's](#) and [ARD's](#) shared German television coverage of the Winter Olympic Games in Sochi, Russia from February 7-23. At the heart of the production workflow is Avid's production asset manager and shared storage systems, which will be integrated with third party solutions to enable the German public broadcasters to deliver on-demand, anywhere, anytime coverage to millions of viewers in Germany.

ZDF and ARD are sharing facilities to benefit from greater operational synergies. They required a fast, efficient and robust workflow to cater to a wide range of content and distribution demands - from on-the-fly editing, graphics creation and processing to production, management and distribution of content. Together, the Avid and third party integrated workflow will enable faster and more effective collaboration among all members of the production team across a complex, multi-location environment.

"This project with ZDF and ARD, which showcases how our solutions tightly integrate with third party applications, is another clear example of why broadcasters around the world are choosing Avid's proven and trusted platform to manage and drive their content creation and distribution needs for large events like the Winter Olympic Games," said Tom Cordiner, vice president of international sales at Avid. "By selecting Avid to enable the TV coverage of another high-profile sporting event, ZDF and ARD are perfectly placed to deliver the highest quality content to its viewers regardless of where or when they want to access it."

Systems integrator, [Wellen+Nöthen](#), delivered the production capabilities based around Avid [Interplay®](#) and Avid [ISIS® 7000](#). Editing is handled by [Media Composer® Nitris® DX](#) systems, while [iNEWS®](#) news production and several Interplay clients are used for news production.

#### **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](http://www.avid.com), connect with Avid on Facebook, Twitter, YouTube, LinkedIn, Google+; or subscribe to Avid Blogs.

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CONTACT: PR Contacts Americas/Asia:

Red Lorry Yellow Lorry - [avid@rlyl.com](mailto:avid@rlyl.com)

Kim Willsher - 310 569 2603

Tanya Roberts - 424 212 3076