



## **Avid Solutions Used in the Making of Academy Award-Nominated Films in All Major Production Categories**

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Production Teams Choose Avid, Digidesign, and Softimage Systems for Picture and Sound Editing, Visual Effects, and Collaborative Workflow

Avid Technology, Inc. (NASDAQ: AVID) today announced that solutions from its Avid®, Digidesign®, and Softimage® product families were used in the creation of every film nominated in the Best Picture, Directing, Film Editing, Sound Editing, Sound Mixing, and Visual Effects categories of the 76th Annual Academy Awards®. Many of the film projects - including all five Best Picture nominees - employed all-digital postproduction workflows incorporating multiple Avid solutions.

David Krall, president and chief executive officer of Avid, commented, "The unanimous selection of Avid systems by all Academy Award nominees in the major production categories is extremely gratifying, and reflects our ongoing commitment to the professionals who create the images, sounds, and visual effects that define excellence in filmmaking. The widespread use of our products also highlights the extent to which Avid has evolved into a provider of total solutions for media creation, management, and distribution. Whether it's offline picture editing, sound design, visual effects, digital intermediates, HD finishing, shared storage, or asset management, Avid provides industry-leading tools that get the job done."

Among the Oscar®-nominated films that employed Avid, Digidesign, or Softimage solutions are City of God, Cold Mountain, Lost in Translation, Master and Commander: The Far Side of the World, Mystic River, Pirates of the Caribbean: The Curse of the Black Pearl, Seabiscuit, The Last Samurai, and The Lord of the Rings: The Return of the King.

As the spotlight shines on Avid customers at this year's Oscars ceremony, Avid itself was recently honored with its second Academy Award of Merit ("Oscar statuette"), representing the 2003 Scientific and Technical Award. Presented in a separate ceremony on February 14, 2004, this award recognized Digidesign for the design, development, and implementation of its Pro Tools® digital audio workstation. Previously, Avid received an Oscar statuette representing the 1998 Scientific and Technical Award for the concept, design, and engineering of the Film Composer® system for motion picture editing. In the 76-year history of the Academy Awards, only a handful of companies have been awarded two Scientific and Technical Oscar statuettes.

About Avid Technology, Inc.

Avid Technology, Inc. is the world leader in digital nonlinear media creation, management, and distribution solutions, enabling film, video, audio, animation, games, and broadcast news professionals to work more efficiently, productively, and creatively. For more information about the company's Oscar, Grammy®, and Emmy® award-winning products and services, please visit: [www.avid.com](http://www.avid.com).

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