



Avid Customers Top the List of Award Nominees and Winners at 2012 Oscars

Customers also scored big with GRAMMY and ACE Eddie Award wins

BURLINGTON, Mass.--(BUSINESS WIRE)-- Avid® ([NASDAQ: AVID](#)) today congratulates its many customers recognized as award nominees and winners at the Oscar®, GRAMMY®, and ACE Eddie Awards, collectively the world's most prestigious ceremonies that honor music, film and television industry professionals. At the 2012 Annual Academy Awards® held on February 26, 2012 more than 40 Avid customers received nominations, with Oscar wins going to customers in the Best Picture, Sound Editing, Sound Mixing and Animated Feature Film categories.

The success of Oscar and ACE Eddie award-winning films like *The Artist*, *The Descendants*, *Hugo* and *Rango*, and GRAMMY award-winning musical projects by Adele, Bon Iver and Lady Antebellum, reinforces that customers depend on Avid's professional audio and video solutions—including [Media Composer®](#), [Pro Tools®](#) and [Sibelius®](#) software—to achieve their creative vision and inspire listeners and viewers around the world.

"We're honored to work with the many creative individuals who rely on Avid's professional video editing and sound recording and production solutions. We applaud them for their tremendous achievements this year as Oscar, GRAMMY and ACE Eddie award nominees and winners," said Kirk Arnold, chief operating officer at Avid. "We're committed to close collaboration with our customers to help them to continue to raise the bar for content creation and production in music, film and television."

84th Annual Academy Awards

Eight out of the nine films nominated for best picture used Avid audio or video solutions, including—*The Artist*, *The Descendants*, *Extremely Loud and Incredibly Close*, *Hugo*, *Moneyball*, *The Help*, *Tree of Life* and *War Horse*—with *The Artist*, edited using Avid Media Composer, named the winner in the category. Avid customers also took home awards in the Animated Feature Film, Sound Editing and Sound Mixing categories.

Kevin Tent, Editor A.C.E., who received an ACE Eddie Award (Best Edited Feature Film - Dramatic) and an Oscar nomination (Film Editing) for his work on *The Descendants*, said, "I've been using Avid since 1996. Avid Media Composer is the most amazing tool an editor can ask for and it keeps getting better and better. We used ScriptSync for the very first time on *The Descendants* and it was genius. Media Composer? I won't leave home without it."

54th Annual GRAMMY Awards

At the 54th GRAMMY Awards held on February 12, 2012, artists, producers and engineers using Avid's audio solutions took home awards for Record and Song of the Year, as well as Producer of the Year, Best New Artist, and Pop, Alternative, R&B, Rap, Dance and Country Albums of the Year. Honored albums powered by Avid's Pro Tools included Adele's *21*, Kanye West's *My Dark Twisted Fantasy*, Chris Brown's *F.A.M.E.*, Lady Antebellum's *Own the Night* and Bon Iver's *Bon Iver*.

62nd Annual ACE Eddie Awards

Each year, the ACE Eddie Awards recognize the most accomplished editors in television and film. Avid customers honored by the American Cinema Editors during a ceremony held on February 18, 2012, include:

- Anne-Sophie Bion and Michel Hazanavicius for *The Artist* (Best Edited Feature Film — Comedy or Musical);
- Joel Cox, A.C.E., (Lifetime Achievement Award);
- Lewis Erskine and Aljeron Tunsil for *Freedom Riders* (Best Edited Documentary);
- Sarah Flack, A.C.E. and Robert Pulcini for *Cinema Verite* (Best Edited Miniseries or Motion Picture for Television);
- Skip McDonald for *Breaking Bad: "Face Off"* (Best Edited One-Hour Series for Commercial Television);
- Steven Rasch, A.C.E., for *Curb your Enthusiasm: "Palestinian Chicken"* (Best Edited Half-Hour Series for Television);
- Kevin Tent, A.C.E., for *The Descendants* (Best Edited Feature Film - Dramatic);

- Craig Wood, A.C.E., for *Rango* (Best Edited Animated Feature Film).

Avid today also recognizes the critical role that education institutions play in teaching film and audio production to future award winning editors, producers and engineers, including the many graduates from [Berklee College of Music](#), [Full Sail University](#) and [USC School of Cinematic Arts](#) who were nominated or received awards this year.

About Avid

Avid creates the digital audio and video technology used to make the most listened to, most watched and most loved media in the world — from the most prestigious and award-winning feature films, music recordings, television shows, live concert tours and news broadcasts, to music and movies made at home. Some of Avid's most influential and pioneering solutions include Media Composer, Pro Tools, Interplay®, ISIS®, VENUE, Sibelius, System 5, and Avid Studio. For more information about Avid solutions and services, visit www.avid.com, del.icio.us, Flickr, Twitter and YouTube; connect with Avid on Facebook; or subscribe to Avid Industry Buzz.

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