



Fall 2003 TV Season Goes Hi-Def with Avid|DS HD; Leading Hollywood postproduction facilities choose Avid HD systems to finish more than 20 network shows

TEWKSBURY, Mass.--(BUSINESS WIRE)--Oct. 15, 2003--Avid Technology, Inc. (NASDAQ: AVID) today announced that leading Hollywood postproduction facilities are using Avid|DS HD systems to finish more than 20 fall-season TV programs in high definition. The large volume of shows being mastered on Avid|DS HD systems in the 2003-2004 season points to an industry-wide embrace of the HD format and a clear preference for Avid® nonlinear finishing solutions. In fact, more debuting prime-time dramas this year are being finished on Avid|DS HD systems than on any other finishing solution, according to The Hollywood Reporter's "Guide To The 2003-04 Television Season."

Among the facilities using Avid tools to online their fall programs are Matchframe Video (L.A. Dragnet, Lyon's Den, Jake 2.0, Reno 911, and Free For All), Modern VideoFilm (Hack, Smallville, The Handler, Threat Matrix, and episodes of Joan of Arcadia), and Level 3 Post (Third Watch, Las Vegas, Wanda at Large, and Oliver Beene). The programs being finished at those and other Hollywood post houses on Avid|DS HD systems span six major broadcast networks - ABC, CBS, NBC, Fox, UPN, and The WB - as well as such top cable TV outlets as Comedy Central, Showtime, and USA Network.

"With all this HD production in the pipeline, the timing couldn't be better for us to adopt Avid|DS HD as the primary source for our HD finishing needs," said Matchframe Video president Rand Gladden. "Whether we're working in uncompressed HDTV or standard-definition formats, the Avid|DS HD system does it all. It's fast, it's got real-time playback, and it gives us total conform compatibility with our other Avid editing systems. Best of all, it delivers the uncompromising level of quality that our clients expect."

Modern VideoFilm's executive VP of operations, Bill Watt, commented, "We purchased two Avid|DS HD systems earlier this year in response to our clients' needs. We have always prided ourselves on being at the forefront both technologically and creatively, and Avid|DS HD was a welcome addition to our editing facilities that helps us maintain our competitive edge."

Dana Ruzicka, director of post solutions for Avid, said, "The extensive use of Avid|DS HD finishing systems this year tells us that nonlinear HD postproduction workflows are rapidly becoming efficient, reliable, and cost effective. We expect the growth in our HD line to continue this fall and beyond, especially as our latest and most powerful HD finishing solution, the Avid DS Nitris™ system, started shipping today."

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.

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NOTE TO EDITORS: In the name Avid|DS noted in this news release, there is a pipe symbol between Avid and DS. This symbol may not appear properly in some systems.

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