



The Ant Farm Purchases 40 Avid Media Composer Adrenaline Systems

TEWKSBURY, Mass.--(BUSINESS WIRE)--March 1, 2004--

Top Hollywood Motion Picture Advertising Company Moves Entire Facility to New Avid DNA Solution; Adds Productivity Tools to Avid Unity MediaNetwork

Avid Technology, Inc. (NASDAQ: AVID) today announced that leading Hollywood trailer house The Ant Farm has purchased 40 Avid® Media Composer® Adrenaline™ systems, as well as a suite of Avid Productivity Tools for its two Avid Unity™ MediaNetwork shared-storage systems. The Ant Farm will install the Media Composer Adrenaline systems in its new Los Angeles-based facility and use them to create campaigns and trailers for some of the most highly anticipated Hollywood films, including Harry Potter and the Prisoner of Azkaban, Shrek 2, and M. Night Shyamalan's The Village.

"Moving to our new facility marked the next stage of growth for The Ant Farm and presented an ideal opportunity to advance our technology. We evaluated a number of editing systems and ultimately chose Media Composer Adrenaline because it's an affordable, high-performance system and has the critical ability to work with legacy ABVB media," said Mike Greenfield, co-CEO of The Ant Farm. "We already know that having our systems networked with Avid Unity allows editors to work more efficiently by accessing media from any system in the facility. Our new Productivity Tools will enable more people to participate in the creative process, extending the digital workflow to producers and creative directors, who will now be able to review projects faster and more securely via a private network rather than having to wait for tapes to be dubbed and delivered."

Scott Grayson, editor at The Ant Farm, added, "The biggest difference between Media Composer Adrenaline and our older Avid editing systems is speed. As soon as I sat down in front of it, I was able to open, save, and close more than 30 bins in seconds. In the past, we'd have to wait two or three minutes for just one of these steps. The improvements to the system's performance are going to have a huge impact on our productivity. "

The Ant Farm has begun installing its new Media Composer Adrenaline systems on HP xw8000 workstations and expects to have all systems online by mid-March. The addition of Avid Productivity Tools - particularly MediaManager Select - will facilitate media sharing among the company's editors and extend access to producers, directors, and other creative professionals.

Dana Ruzicka, Avid's director of post solutions, said, "The Ant Farm's installation of Media Composer Adrenaline systems in a shared environment with Avid Unity MediaNetwork and Avid Productivity Tools illustrates the growing trend of moving from standalone editing workstations toward truly collaborative postproduction workflows. The facility's editors now have the most advanced creative editing tools at their disposal, the ability to mix legacy Avid video resolutions with today's industry-standard formats, and powerful asset management solutions that tie the whole facility together."

The Ant Farm has been recognized with dozens of Key Art and Golden Trailer Awards for campaigns including all three The Lord of the Rings films, both Harry Potter films, Shrek, Signs, Chicago, The Sixth Sense, Adaptation, and Catch Me If You Can. The facility's clients include all major film studios, television networks, and cable companies.

For more information about Media Composer Adrenaline, Avid Productivity Tools, or Avid's other products and services, visit www.avid.com.

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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