



NBC Expands Its Avid Broadcast News Workflow to Include Long-Form Editing at MSNBC

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Broadcasting giant to create high-profile news magazine programs with Media Composer Adrenaline, NewsCutter Adrenaline, and Avid Unity MediaNetwork

Avid Technology, Inc. (NASDAQ: AVID) today announced that NBC has expanded its Avid® news installation to include an Avid postproduction workflow at MSNBC. The new production environment is composed of a number of Avid DNA™ solutions, including Avid Media Composer® Adrenaline™ and NewsCutter® Adrenaline FX systems, as well as Avid's flagship shared-storage solution, the Avid Unity™ MediaNetwork system. MSNBC will use this state-of-the-art workflow to create news magazine programs such as "Headliners and Legends," "Hardball with Chris Matthews," and "MSNBC Investigates."

"At MSNBC, we face the unique challenge of having to create both up-to-the-minute news stories and polished long-form programs such as 'Headliners and Legends.' Avid offers powerful editing solutions for both types of work," said Nick Tzanis, VP Technical Operations of MSNBC. "Thanks to the Adrenaline accelerator, our Media Composer and NewsCutter systems can process just about any task in real time. What makes the systems even more compelling is that they can be networked in a collaborative end-to-end environment with Avid Unity. This setup is ideal for editors racing to meet tight deadlines, since they can easily share media between systems and simultaneously work on various elements of a segment."

David Schleifer, director of Broadcast and Workgroups at Avid, said, "This installation is a natural extension of the digital news solutions that NBC purchased last year, because it allows NBC to tie together its hard-news editing environment with its long-form production - all on the same industry-standard platform. The entire Avid environment is completely interoperable, allowing for the seamless exchange of media between postproduction and broadcast news solutions."

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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CONTACT: Avid Technology, Inc.
Amy Paladino, 978-640-3051
amy_paladino@avid.com

SOURCE: Avid Technology, Inc.