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Avid and Adobe Collaborate on Integration With Shared Storage to Enhance Openness, Flexibility, and Efficiency

Avid Shared Storage Systems Now Fully Support Adobe Premiere Pro CC to Allow All Video Professionals to Benefit From the Performance, Scalability and Capacity of the Industry's Leading Shared Storage Solution

BURLINGTON, Mass., March 10, 2015 (GLOBE NEWSWIRE) -- Avid® (Nasdaq:AVID) and Adobe today announced that Adobe's flagship video editing application, Adobe® Premiere® Pro CC, is now fully supported on Avid's shared storage systems. This unprecedented collaboration between the two companies delivers on the openness of [Avid Everywhere™](#) by enabling flexible and efficient workflows for all video editors and creative professionals, regardless of their choice of editing application.

Powered by the [Avid MediaCentral Platform](#), the [Avid Storage Suite](#) offers a range of shared storage solutions for the most demanding video production workflows. Customers whose workflows include Adobe Premiere Pro CC can now benefit from the performance, scalability and capacity of Avid's shared storage solutions.

"We are pleased that Avid's shared storage systems now provide the high performance required for Adobe solutions," said Simon Williams, director of strategic relations at Adobe. "With this news, Adobe Premiere Pro CC and Media Composer can share Avid DNxHD or Avid DNxHR media and other open file types on the same infrastructure. Our large base of shared customers will undoubtedly realize significant workflow benefits from this collaboration."

Adobe has delivered enhancements to Premiere Pro CC that significantly improve its performance when connected to Avid [ISIS® | 7500](#) and [ISIS | 5500](#) shared storage systems. Video professionals can now mix AvidMedia Composer® and Adobe Premiere Pro CC on the same ISIS system in the same storage group, without worrying about complex configuration issues or performance compatibility. They can also edit higher resolution projects using Premiere Pro CC on ISIS shared storage more efficiently and cost effectively than ever before.

"One of the critical issues facing broadcasters and post-production facilities is the drag on productivity caused by having to manage and integrate different solutions from different vendors with different standards," said Ray Gilmartin, senior director, Product and Segment Marketing, Avid. "This collaboration between Avid and Adobe is an example of the openness and flexibility that we are committed to delivering to the industry with Avid Everywhere."

About Avid

Through [Avid Everywhere™](#), Avid delivers the industry's most open, innovative and comprehensive media platform connecting content creation with collaboration, asset protection, distribution and consumption for the most listened to, most watched and most loved media in the world—from the most prestigious and award-winning feature films, music recordings, and television shows, to live concerts and news broadcasts. Industry leading solutions include Pro Tools®, Media Composer®, ISIS®, Interplay®, and Sibelius®. For more information about Avid solutions and services, visit www.avid.com, connect with Avid on [Facebook](#), [Instagram](#), [Twitter](#), [YouTube](#), [LinkedIn](#), or subscribe to [Avid Blogs](#).

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