



June 18, 2015

## Avid Fires Up Huge Demand for the Groundbreaking VENUE | S6L by Leading Live Sound Companies

### Live Sound Companies Worldwide Are Embracing the VENUE | S6L Mixing System to Deliver the Highest Possible Sound Quality for the Most Demanding Tours and Events

ORLANDO, Fla., June 18, 2015 (GLOBE NEWSWIRE) -- **InfoComm (Booth #1023)** -- [Avid®](#) (Nasdaq:AVID) today announced that leading sound companies around the world are embracing the recently announced [VENUE | S6L](#) live sound system, with significant orders already placed ahead of its formal shipping date. Sound Image (USA), Spectrum Sound (USA), Solotech (Canada), SSE (UK), Sunphonix (Japan), Johnson Audio Services (Australia), and others are expecting significant customer demand for VENUE | S6L, based on the system's unprecedented processing, flexible modularity to meet the requirements of any live production, and historic strength of VENUE live systems for tours and festivals.

"We are already seeing high demand for VENUE | S6L, and it hasn't even been officially released," stated Dave Shadoan, President of Sound Image. "After seeing the prototypes, Sound Image placed a significant opening order to make sure that we receive some of the very first consoles off of the line. We truly believe that this system will be a game changer. It's an incredibly powerful product with an ergonomic design that engineers want to see. We are impressed to say the least."

Alex Penn, Sales Director at SSE Audio Group in the UK commented, "We are really impressed with what we've seen so far from the VENUE | S6L. In developing the specification and design, Avid combined the best aspects from their own range with new advancements based on research into the digital console market, and then brought it together in the S6L package."

VENUE | S6L is a fully modular, scalable live sound mixing system that delivers best-in-class functionality for a range of live sound mixing applications, including front-of-house, monitor, broadcast, theater, and more. Featuring modern, touchscreen workflows and the industry's most advanced live sound engine, VENUE | S6L offers unprecedented power to easily handle large, complex tours and events. Thanks to tight integration with industry-standard [Pro Tools®](#), Avid VENUE | S6L functions as the perfect front-end to the [Avid MediaCentral™ Platform](#), the most fluid end-to-end media management and distribution platform in the industry.

"The groundbreaking VENUE | S6L has fired up huge demand from customers who need cutting-edge workflows and unparalleled processing power to meet the challenges of the most demanding productions," said Jeff Rosica, senior vice president, worldwide field operations, Avid. "Setting a new benchmark for live sound innovation, VENUE | S6L will help our customers support the biggest performances around the world."

#### Availability

Avid VENUE | S6L will be available in the second half of 2015.

#### 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 <http://www.avid.com/>, connect with Avid on [Facebook](#), [Instagram](#), [Twitter](#), [YouTube](#), [LinkedIn](#), or subscribe to [Avid Blogs](#).

© 2015 Avid Technology, Inc. All rights reserved. Avid, the Avid logo, Avid Everywhere, EUCON, Interplay, ISIS, Media Composer, Pro Tools and Sibelius are trademarks or registered trademarks of Avid Technology, Inc. or its subsidiaries in the United States and/or other countries. The Interplay name is used with the permission of the Interplay Entertainment Corp. which bears no responsibility for Avid products. All other trademarks are the property of their respective owners. Product features, specifications, system requirements and availability are subject to change without notice.

CONTACT: Avid

Sara Griggs

[sara.griggs@avid.com](mailto:sara.griggs@avid.com)

310.907.6909



Source: Avid Technology, Inc.

News Provided by Acquire Media