



Discovery Production Group Enhances Workflow With 28 Avid Media Composer Adrenaline Systems

TEWKSBURY, Mass.--(BUSINESS WIRE)--Sept. 24, 2003--Avid Technology, Inc. (NASDAQ: AVID) today announced that the Discovery Production Group - the television production and postproduction outlet for all media brands under Discovery Communications, Inc. (DCI) - has purchased and installed 28 Avid® Media Composer® Adrenaline™ systems in its new, state-of-the-art facility in Silver Spring, MD. The installation complements Discovery Production Group's existing array of Avid Symphony™ editing bays, Digidesign® Pro Tools® workstations, and Avid|DS HD systems - one of which will be upgraded to an Avid|DS Nitris™ system in the fall of 2003.

"Because of their speed, power, and real-time effects capabilities, the new Avid Media Composer Adrenaline systems have really enhanced our workflow," said Marcos Obadia, senior vice president and general manager at Discovery. "Our creative staff is able to preview effects in real time when they're in session, rather than having to render. The sessions are much more fluid and immediate than they were in the past; now time is spent creating, not waiting. Another important factor in our decision-making process was the ability to import industry-standard media files directly into our Media Composer Adrenaline systems, allowing for a greater level of compatibility and integration across our network-based production environment."

"Avid Media Composer Adrenaline was designed for environments like the Discovery Production Group," said Dana Ruzicka, Avid's director of post solutions. "Marcos and his team are flexing the full power of their systems and integrating them into a complex workflow that involves a wide range of Avid products - from our HD finishing solution, Avid|DS HD, to industry-standard editing systems like Avid Symphony. Discovery is a textbook case of how these tools can be used to serve multiple functions in a deadline-intensive, high-capacity facility."

At Discovery, the Media Composer Adrenaline systems have provided the production team with a powerful, versatile, and uniform nonlinear editing platform for acclaimed documentaries and entertainment shows on the flagship Discovery Channel, Science Channel, Animal Planet, Travel Channel, and HD Theater - a 24-hour, high-definition outlet launched last year.

When weighing his decision to upgrade Discovery Production Group's nonlinear editing systems - a move that coincided with the facility's migration from Mac OS to Windows - Obadia conducted a thorough assessment of available products on the market. Ultimately, he chose Avid Media Composer Adrenaline systems because they represented the most sophisticated, reliable, and future-proof solution for Discovery's production needs.

"The fact that Avid designed a product from the ground up gave us great comfort," said Obadia. "We don't have to use any third-party boxes, and we know that as we upgrade our CPUs in the future, our Avid hardware and software will be able to optimize the performance of whatever system we're running."

Combining the power of Avid's industry-standard Media Composer software with the revolutionary Adrenaline Digital Nonlinear Accelerator™ (Avid DNA™) hardware - which scales in performance with the processing speed and capacity of the host CPU - the Media Composer Adrenaline system supports DV25, IMX, DV50, Meridien™ JFIF, AVR, and uncompressed 601 resolutions, and is compatible with other Avid editing systems.

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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About Discovery Communications, Inc.

Discovery Communications, Inc. is the leading global real-world media and entertainment company. DCI has grown from its core property, the Discovery Channel, first launched in the United States in 1985, to current global operations in more than 155 countries and territories with over 950 million cumulative subscribers. DCI's 33 networks of distinctive programming represent 14 entertainment brands including TLC, Animal Planet, Travel Channel, Discovery Health Channel, Discovery Kids, Discovery Times Channel, The Science Channel, Discovery Wings Channel, Discovery Home & Leisure Channel, Discovery en Espanol, HD Theater and The Health Network. DCI's other properties consist of Discovery.com and 138 Discovery Channel retail stores. DCI also distributes BBC America in the United States. DCI's ownership consists of four shareholders: Liberty Media Corporation (NYSE: L), Cox Communications, Inc. (NYSE: COX), Advance/Newhouse Communications and John S. Hendricks, the Company's Founder, Chairman and CEO.

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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