



Los Angeles Film School Invests in Avid Xpress Studio

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Leading institution equips media labs with 21 systems to offer hands-on experience with revolutionary all-in-one production suite

Avid Technology, Inc. (NASDAQ: AVID) today announced that the Los Angeles Film School - one of the nation's leading education institutions to offer comprehensive training and hands-on experience for filmmakers - has equipped its media labs with 21 Avid Xpress® Studio systems. The school is the latest in a growing number of education institutions to install the all-in-one production system, which seamlessly integrates video editing, audio production, 3-D animation, compositing and titling, and DVD authoring software with professional video and audio production hardware - all on a single computer.

Patrick Olmstead, director of facilities for the Los Angeles Film School, said, "We knew from the start that if we were serious about educating students to work in the film and television industry, we needed to teach them how to use Avid® products. We've had a great experience with Avid for years, and moving to Avid Xpress Studio brings new elements of the process into the limelight. Students get to keep their media on FireWire drives, which means they own it and have to be responsible for it. It's a valuable part of the learning process. Nothing else out there is nearly as reliable as Avid equipment, nor as widely used in the professional community that these students aspire to join when they graduate."

The Los Angeles Film School incorporates the latest in production and postproduction technology into a state-of-the-art film curriculum. Using the top tools of the trade in their very first class, students work first-hand with professional filmmakers to shoot HD, DV, and 35mm films. The School has been using Avid systems in its curricula since 1999, and recently upgraded its media lab with 21 Avid Xpress Studio Complete systems. The new production systems enable the faculty to handle increasing class sizes and keep students up to date on the latest technology used by leading industry professionals. Students can also learn on 10 Avid Media Composer® Adrenaline® editing systems and one Avid DS Nitris® HD high-end finishing system.

"The role of the filmmaker is changing and expanding, and those learning the profession now need to experience not only picture and sound editing, but graphics, 3D, DVD creation, and how to handle multiple formats. Avid Xpress Studio exposes students to all of these elements in a single, integrated environment," said Tim Wilson, senior manager of product marketing for Avid. "Plus, these aspiring filmmakers are learning the same technology that is used to create the majority of the films nominated for annual Academy Awards® as well as the television shows nominated for annual primetime Emmy® Awards - year after year. It's hard to imagine a better way to prepare them for the real world."

About Avid Xpress Studio

Avid Xpress Studio is an all-in-one production system that includes the Avid Xpress Pro, Avid Pro Tools® LE, Avid 3D, Avid FX, and Avid DVD by Sonic™ software applications. The system comes with one of two audio and video hardware configurations, each designed to meet specific production and budgetary needs. For more information about Avid Xpress Studio, please 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 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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