



## Twentieth Century Fox Transitions to Avid HD Workflow

TEWKSBURY, MA, Jan 13, 2009 (MARKET WIRE via COMTEX News Network) -- Avid Technology, Inc. (NASDAQ: AVID) today announced that Twentieth Century Fox has invested in several new Avid(R) HD editing solutions for its production transition to HD. Twentieth Century Fox purchased 22 Media Composer(R) Nitris(R) DX systems and immediately put them to use on the films "Night at the Museum 2: Battle of the Smithsonian," "They Came from Upstairs" and "X-Men Origins: Wolverine."

The studio cited the Avid system's speed, reliability and cost competitiveness as the key factors behind the investment. "Avid has set the bar for HD post production with the Media Composer Nitris DX solutions. Our editors are thrilled with the performance of the systems and love being able to cut on a reliable HD system," said Kory Voxen, director, digital editing operations at Twentieth Century Fox. "With Avid DNxHD(R) as a major part of our workflow, we have been able to completely streamline the post process and go full HD in the edit suite while editing and previewing in the same resolution. We're able to play back several real-time streams of Avid DNxHD 36 right from the Avid Unity [system], and that has saved us a tremendous amount of time and money in the screening process. As a result, our editors can focus more on the creative storytelling elements of the project and less on the technical details."

Kirk Arnold, EVP of customer operations, Avid said, "We are excited to be working closely with Twentieth Century Fox on this important initiative. Significantly, as our customers adopt Avid's HD solutions, they are validating that we can support the critical work of the editor teams with technology that responds as fast as they think. With more productions making the leap to HD, it's important that nothing slows them down or changes for them in the editing process -- and these solutions allow them to continue doing what they love, with no interruptions."

For more information, visit: [www.avid.com](http://www.avid.com).

About Avid Technology, Inc.

Avid is a worldwide leader in tools for film, video, audio, and broadcast professionals -- as well as for home audio and video enthusiasts. Avid professional and consumer brands include Avid, Digidesign(R), M-Audio(R), Pinnacle Systems(R), Sibelius(R) and Sundance Digital(R). The vast majority of primetime television shows, feature films, commercials and chart-topping music hits are made using one or more Avid products. Whether used by seasoned professionals or beginning students, Avid's products and services enable customers to work more efficiently, productively and creatively. Avid received an Oscar(R) statuette representing the 1998 Scientific and Technical Award for the concept, design, and engineering of the Avid Film Composer(R) system for motion picture editing. For more information about the company's Oscar, Grammy(R) and Emmy(R) award-winning products and services, visit [www.avid.com](http://www.avid.com), [del.icio.us](http://del.icio.us), Flickr, technorati and twitter; connect with Avid on Facebook or subscribe to Avid Industry Buzz.

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