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## **Award-Winning Director Morgan Spurlock and Renowned Entrepreneur Guy Kawasaki to Deliver Keynote Addresses at Avid Connect 2015**

**With Last Year's Event a Sell-Out and Hundreds of Participants Already Registered for the Second Annual Event of the Avid Customer Association, Limited Space is Filling Quickly**

BURLINGTON, Mass., March 12, 2015 (GLOBE NEWSWIRE) -- [Avid®](#) (Nasdaq:AVID) today announced exciting developments in its preparation for Avid Connect 2015, the second annual event of the [Avid Customer Association](#), to be held April 10-12, 2015 at Caesars Palace in Las Vegas—just prior to the NAB show. Guest keynote speakers will include award-winning writer, director, and producer Morgan Spurlock; and Guy Kawasaki, the renowned author, entrepreneur and business advisor.

In his visionary opening keynote session the morning of Saturday, April 11, Avid Chairman, President, and CEO Louis Hernandez, Jr will reveal innovations and the next phase of the company's continuing expansion of Avid Everywhere - including major announcements for media management, storage, and the expansion of the company's "First" line of artist solutions. In addition, the event will include a full roster of Avid Everywhere educational breakout sessions for media enterprises, video and audio creative teams, and individual artists, followed by an incredible night of entertainment at the Brooklyn Bowl Las Vegas.

Morgan Spurlock is the award-winning director of *Super Size Me* and the founder and president of New York-based production studio Warrior Poets. Known globally for his work, Spurlock will share his insights on what it takes to succeed in today's industry.

Guy Kawasaki is a former advisor to the Motorola business unit of Google, chief evangelist of Apple, and the author of twelve books. Kawasaki will provide his unique insights on creating new products for world-class companies and leveraging social media as a platform for promotion.

Run by a dedicated group of global media leaders and visionaries, the Avid Customer Association (ACA) provides essential strategic leadership to the media industry. The multifaceted program engages an extensive network of broadcasters, creative professionals, and other media and technology partners to address the most important strategic issues facing the community and work together to shape the future proactively. Avid Connect 2015 provides an incredible opportunity for Avid customers to network with peers from around the world, interact with the Avid management team, and make their voices heard through formal feedback sessions on Avid's strategy, products, and services.

"Avid Connect 2015 builds on the success of last year's sell-out inaugural event," said Mr. Hernandez. "With over 1,000 attendees last year, we were overjoyed by the enthusiasm for this event, which clearly hit on a pent up and urgent need for the industry to start working together. And we're thrilled that the ACA is bringing together even more of the family this year, and welcoming more than 25 of our key business partners."

The growing list of Avid Connect and ACA sponsors currently includes leading companies including HP, CloudCraze, Aspera, Pronology, Global Logic, Glookast, Spectra Logic, Bluefish444, Blackmagic Design, Telestream, T2 Computing, Media Dist, Sony, G-Technology, Vintage King, LaCie, Root 6, StorageDNA, File Catalyst, CTG, Pro Sound Effects, Editor Keys, HB Communications, Oracle, NUGEN Audio, and SLG.

"As a customer-trusted technology, HP Z Workstations will be powering Avid solutions and the ACA at Avid Connect 2015," said Jeff Wood, vice president, Worldwide Product Management, Workstation & Thin Client business, HP. "Our commitment to the ACA enables us to work together with the industry's most visionary leaders on solutions for today and tomorrow."

"As the media industry continues to evolve, the Avid Customer Association is providing valuable leadership and support for media professionals worldwide," said Bill Loumpouridis, CloudCraze Founder. "Avid Connect 2015 represents an amazing opportunity for CloudCraze to demonstrate the collaboration we have had to date with Avid in powering its online store and the Avid Marketplace."

For more information about the Avid Customer Association and Avid Connect, including a complete agenda and registration details, visit [www.avidcustomerassociation.com](http://www.avidcustomerassociation.com).

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

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