Avid Announces Availability of Music Creation Software for Kids: Groovy Music City

Easy-to-Use Software Inspires 7- to 12-Year-Olds to Easily Create Their Own Music

TEWKSBURY, MA, May 05, 2009 (MARKET WIRE via COMTEX News Network) -- Avid(R) (NASDAQ: AVID) today announced the availability of Groovy Music City, a fun music software program that empowers kids to start creating their own music from an early age. The Groovy Music City software's easy-to-use interface provides kids with the ability to create a wide range of music such as house, hip-hop, classical and jazz -- without any previous musical instrument experience.

Using Groovy Music City software, kids can create songs by arranging a series of entertaining shapes and machines against the backdrop of an animated and futuristic city. A simple drag-and-drop interface lets kids choose from hundreds of rhythms, melodies, bass lines, patterns and chords to compose songs with just a few mouse clicks. They also have the option of selecting from a library of 128 virtual instruments or attaching a MIDI keyboard to create their own unique compositions.

Once they compose a song, kids can upload, share and get comments on the music they create at www.GroovyMusic.com. This free online community gives kids a safe, secure place to share the music they create and rate and download songs posted by other kids. GroovyMusic.com also hosts an interactive, weekly Top 10 chart that features the most popular and highly-rated songs uploaded to the site.

Pricing and Availability

Groovy Music City software is supported on Microsoft(R) Windows(R) XP/Vista, and Mac OS X 10.4 or later systems. The software is available on the Avid e-store and at select retailers including Office Depot, Fry's Electronics, Amazon.com, and Buy.com. Groovy Music City software has an USMSRP of $39.99.

About Avid

Avid creates the digital audio and video technology used to make the most listened to, most watched and most loved media in the world -- from the most prestigious and award-winning feature films, music recordings, television shows, live concert tours and news broadcasts, to music and movies made at home. Some of Avid's most influential and pioneering solutions include Media Composer(R), Pro Tools(R), Avid Unity(TM), Interplay(R), Oxygen 8, Sibelius(R) and Pinnacle Studio(TM). For more information about Avid solutions and services, visit www.avid.com, del.icio.us, Flickr, Twitter and YouTube; connect with Avid on Facebook; or subscribe to Avid Industry Buzz.

Copyright 2009 Avid Technology, Inc. All rights reserved. Product features, specifications, systems requirements and availability are subject to change without notice. All prices are USMSRP for U.S. and Canada and are subject to change without notice. Contact your local Avid office or reseller for prices outside the U.S. Avid, Pinnacle Studio, Avid Unity, Interplay, Media Composer, Pro Tools, Symphony, Nitris, ISIS 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 Interplay Entertainment Corp., which bears no responsibility for Avid products. All other trademarks are the property of their respective owners.

Contact:
John Snedigar
Faultline Communications
408-705-7518
Email Contact

SOURCE: Avid

http://www2.marketwire.com/mw/emailprcntct?id=659829A533B58993

Copyright 2009 Market Wire, All rights reserved.

News Provided by COMTEX