

Avid Customers Earn Top Music, Television and Film Awards at Red Carpet Events

Creative teams behind Adele, Kings of Leon, 30 Rock, *Slumdog Millionaire* and *The Dark Knight* among 2009's major award wins

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TEWKSBURY, Mass., February 23, 2009 - Avid Technology, Inc. ([NASDAQ: AVID](#)) today announced that the 2009 awards season marked tremendous success for Avid® customers across the music, film and television industries –

with more than 55 honorees and 140 nominations representing several categories at the 2009 Grammy®, A.C.E. and Oscar® Awards. Avid customers took home top honors at the awards in categories that included Grammy wins for 'Record of the Year' and 'Album of the Year,' A.C.E. Eddie wins for 'Best Edited Feature Film,' 'Best Edited Half Hour Television Show' and 'Best Edited Reality Series,' and Oscar wins for 'Best Motion Picture,' 'Achievement in Sound Mixing' and 'Achievement in Film Editing.'

81st Annual Academy Awards®

2009 Oscar winners in the Best Motion Picture, Sound Editing, Sound Mixing, Film Editing, Directing and Music (Song and Score) categories were all created with a variety of Avid audio and video solutions. Grabbing more than 80 Academy Award® nominations, this year's honored films include [The Dark Knight](#), [Slumdog Millionaire](#), [Milk](#) and [Changeling](#), among others. Further, all of the nominees in the Best Motion Picture, Achievement in Directing, Achievement in Film Editing, Achievement in Sound Mixing, Achievement in Music/Sound, Achievement in Music Score, Achievement in Visual Effects, Best Documentary Feature and Best Animated Feature used one or more Avid products in the creation of their projects. For a full list of these Oscar nominees and winners, [download the PDF](#)

"The movement and rhythm throughout *Slumdog Millionaire* is very much a representation of how memories come to us in a free and fluid way. We tried a lot of different storytelling ideas, playing to the strengths of the script, and the Avid Media Composer® afforded us an incredible amount of flexibility through that process," said

[Chris Dickens](#),

2009 Oscar, BAFTA and A.C.E. winner for his Film Editing work on *Slumdog Millionaire*. "The

film's language is wrapped around hard cuts and jarring images which carry the various storylines separately but concurrently through the film. To weave together the more complex scenes, we always tried to keep some elements continuous – the music, dialogue or sound effects – and the Avid solution handled everything perfectly. At the end of the day, we just wanted to put our best creative foot forward.”

59th Annual A.C.E. Eddie Awards

The [Avid Media Composer](#) system was again the common tool of choice for the majority of 2009 A.C.E. Eddie nominees and winners in every category. This year's winners included editors such as Meg Reticke (30 Rock), Lynne Willingham, A.C.E. (Breaking Bad) and Michael Ruscio, A.C.E. and Andy Keir (True Blood), among others.

51st Grammy Awards

Many of this year's Grammy award winning songs, artists and albums relied on the [Digi design® Pro Tools®](#) platform in the creative production process including Alison Krauss and Robert Plant ('Raising Sand'), Kings of Leon ('Sex on Fire'), Coldplay ('Viva La Vida') and Best New Artist winner Adele, among others. Overall, recordings that used Pro Tools earned more than 40 nominations and represent a diverse set of artists, such as Lil Wayne, Ne-Yo, Rihanna, Leona Lewis, Radiohead and Madonna.

“Working again with Kings of Leon to produce this record was such a great experience. We were all thrilled to be nominated in 3 Grammy categories – it feels like the achievement of a lifetime. To receive this sort of critical success is really an honor,” said Jacquard King, Co-Producer and Mixer for Best Rock Performance winner (Kings of Leon). “I've had opportunities to work on some great records through the years because of my traditional engineering background and my sixteen years as a Pro Tools user. Pro Tools was absolutely essential to the creation of this record. We not only used it to record and mix the song, but we also created many of the sonic atmospheres using Pro Tools plug ins. The power and speed of Pro Tools gave us the creative freedom to do whatever we wanted, and we were all thrilled with the results.”