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Avid Honored with Two Emmy® Awards for Technology and Engineering Innovation

With wins for contributions to TV newsroom and video production technologies Avid will hold 18 Emmys for excellence in engineering creativity

News Summary

Avid is being honored for its work on Newsroom Computer System (NRCS) and Advanced Authoring Format (AAF) specification

NRCS is used to plan and automate the production of news programs; AAF ensures multi-vendor, cross-platform interoperability in video production

Newsroom management remains a key component of the MediaCentral platform

Media Composer leverages AAF to ensure users can enjoy openness and vendor interoperability in their content creation workflows

Avid will receive its two Emmys at the 72nd Annual Technology & Engineering Emmy Awards Ceremony on October 10, 2021

Media technology provider [Avid® \(Nasdaq: AVID\)](#) today proudly announced it has won two 2020 Emmy® Awards for technology and engineering from the National Academy of Television Arts and Sciences (NATAS). Avid is being honored for its work on Newsroom Computer System (NRCS), used to plan and automate the production of news programs, and for work on the Advanced Authoring Format (AAF) specification, which ensures multi-vendor, cross-platform interoperability in video production.

“Avid’s customers influence our inventions and the products we make. These two Emmy® Award wins honor this special collaborative spirit that keeps the whole industry moving forward,” said Jeff Rosica, CEO & President, Avid. “Avid is also incredibly fortunate to be home to an extraordinarily creative and inspired engineering workforce and product team. Their continuous innovation not only follows through on our customers’ vision, but also consistently breaks new ground to establish categories and define where the industry needs to go next.”

Avid’s commitment to technical innovation and invention shapes the tools, solutions and services that today accelerate the content ecosystem and connect people everywhere through media. Newsroom management remains a key component of the [MediaCentral®](#) platform relied on by television networks and stations to produce news, sports and other programming for audiences all over the world. [Media Composer®](#), the leading video editing tool in television and film, leverages AAF to ensure that users can enjoy openness and vendor interoperability in their content creation workflows.

Chosen each year by dozens of television industry experts and peers, Technology & Engineering Emmy® Awards honor companies that are the “tool makers” that have materially affected the television viewing experience. In recognition of numerous pioneering achievements since its founding, Avid has earned 18 Emmy® Awards, including two prestigious Philo T. Farnsworth Awards for longtime contributions that have significantly impacted television technology and engineering.

Avid will receive its two awards at the 72 Annual Technology & Engineering Emmy® Awards Ceremony that is tentatively scheduled to be a virtual ceremony in partnership with the National Association of Broadcasters (NAB) Show on October 10, 2021.

About Avid

Avid delivers the most open and efficient media platform, connecting content creation with collaboration, asset protection, distribution, and consumption. Avid's preeminent customer community uses Avid's comprehensive tools and workflow solutions to create, distribute and monetize the most watched, loved and listened to media in the world—from prestigious and award-winning feature films to popular television shows, news programs and televised sporting events, and celebrated music recordings and live concerts. With the most flexible deployment and pricing options, Avid's industry-leading solutions include Media Composer®, Pro Tools®, Avid NEXIS®, MediaCentral®, iNEWS®, AirSpeed®, Sibelius®, Avid VENUE™, FastServe®, and Maestro™. For more information about Avid solutions and services, visit www.avid.com, connect with Avid on [Facebook](#), [Instagram](#), [Twitter](#), [YouTube](#), [LinkedIn](#), or subscribe to [Avid Blogs](#).

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