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Avid's Update on Trade Show Exhibiting in 2022

Avid Technology today announced it is continuing its pause on exhibiting at large trade shows throughout 2022. Due to the ongoing ebb and flow of COVID-19 conditions, the company's leadership maintains it is not yet feasible to reliably predict the pandemic's path, nor to ensure that large groups of its employees can be expected to convene at events that typically draw thousands of attendees. Therefore, consistent with its strategy since 2020, Avid will not host exhibits at the annual NAB, NAMM and IBC shows this year.

Avid CEO & President Jeff Rosica said: "In the two years since we've exhibited at large trade shows, Avid has been successfully reinventing how we engage and interact with colleagues around the world. The community's resilience amid the pandemic, and our collective progress in spite of it, is extremely encouraging. That's why across Avid we're confident we can continue the momentum through our mix of small, focused events and digital programs. We also remain true believers in the reach and connectivity that the industry's professional organizations can deliver and we look forward to collaborating with them in new and exciting ways."

<https://www.avid.com/press-center/en-us/avids-update-on-trade-show-exhibiting-in-2022/>

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