



Press Release

AVID JOINS THE WIRELESS POWER CONSORTIUM

Twinsburg, Ohio (February 2011) – AVID Technologies Inc., a comprehensive service provider of advanced electronic product and system design services, is pleased to announce affiliation with and associate membership in the Wireless Power Consortium (WPC). As an Associate Member of the WPC, AVID will actively participate in reviews of wireless technology draft standards - a preliminary step to the technical development of global wireless technology standards.

"For over six years now, AVID has demonstrated Engineering and PCB development and design expertise for electronic products requiring wireless power technology. Our Team is very much committed (and excited) to be engaged with WPC and their revolutionary universal wireless power standard", comments Rick Benson, President of AVID. "Our membership with WPC will broaden our service offerings to many of our existing and new customers who are incorporating innovative wireless power features into their products or infrastructure."

About the Wireless Power Consortium (WPC) – Founded in 2008, the Wireless Power Consortium's mission is to create and promote a wide market adoption of an international power standard for interoperability across rechargeable electronic devices. Members include Delta Energy, Duracell, Fulton Innovation, Leggett & Platt, Logitech, National Semiconductor, Philips Electronics, Samsung, Sanyo, Texas Instruments and more.

For more information on WPC, visit www.wirelesspowerconsortium.com

About AVID – For over 25 years now, AVID Technologies Inc. has offered technologically advanced, innovative Engineering and PCB Design services to assist a wide variety of customers in the creation of advanced electronic products in a range of markets including Aerospace/Defense, Medical, Industrial/Process Controls, Consumer, and Automotive.

AVID's website can be reviewed at www.avid-tech.com. Inquiries may be made at 330.487.0770 or email wirelesspower@avid-tech.com.