



Press Release

AVID FEATURED AS A MICROCHIP AUTHORIZED DESIGN PARTNER IN APRIL 2009 MICROSOLUTION NEWSLETTER

Twinsburg, Ohio (April 2009) - AVID Technologies Inc., a Northeast Ohio advanced electronic product design firm is featured in the April 2009 Microsolutions e-Newsletter as a Microchip Authorized Design Partner. The Microchip Design Partner Program provides a conduit between authorized Design Partners and Customers in need of technical expertise and cost-effective solutions in a timely manner.

Highlighted in the e-Newsletter is a Case Study of an AVID-designed Multi-Protocol Reader product using dsPIC DCS and Digital Processing technologies. AVID's client is a manufacturer of RFID Readers used in animal tracking applications. Contact AVID at sales@avid-tech.com for the full RFID article.

AVID has been a Microchip Design Partner since 2006 and has completed a significant number of customer products using Microchip microcontrollers and other components. "Our team has extensive experience and knowledge with the PIC and dsPIC family of 8, 16, and 32 bit parts, as well as the development and debugging platforms. If you have design needs involving embedded control, battery power and power conversion including advanced power management techniques, RF, and/or graphic displays and User Interface, and want to incorporate Microchip parts, we can get you there in the quickest time with the least amount of risk", comments AVID's Vice President of Engineering.

The program with Microchip gives AVID inside access to technical support and new parts which offers clients an advantage that they might not get on their own. This in combination with the experience of AVID's design team in embedded design, significantly reduces development time and risk.

About AVID - AVID Technologies Inc., location in Twinsburg, Ohio and approaching 25 years in business, is an advanced electronic product development firm offering hardware, software and mechanical design services, including high-speed design analysis, prototype assembly and validation for the defense, medical, commercial, industrial, consumer and automotive markets.

To learn more about AVID, access www.avid-tech.com, call 330.487.0770 or contact sales@avid-tech.com