



Press Release

AVID IS ADDED TO THE TEXAS INSTRUMENTS' MCU DEVELOPER NETWORK

Twinsburg, Ohio (June 2009) - AVID Technologies Inc., a leading provider of engineering and design services in the areas of electronic design, development and implementation, has joined the Texas Instruments' MCU Developer Network.

The TI Developer Network is a community of well-respected, well-established companies offering products and services based on TI analog and digital technology. The Network provides a broad range of end-equipment solutions, embedded software, engineering services and development tools that help customers accelerate innovation to make the world smarter, healthier, safer, greener and more fun.

AVID's design team has completed hundreds of designs that include embedded control, communication interfaces, human interface, advanced packaging, power conversion, low power operation and various digital and analog I/O. AVID has incorporated technologies that include all levels of microprocessors and microcontrollers, FPGA logic, signal processing and conditioning, and battery operated designs including wireless interfaces, displays, and power management.

"We have been designing with TI MCUs for years and are pleased to become a member of the Developer Network", comments AVID's Vice President of Engineering. "We believe this added exposure within TI will allow us to provide even better support to our customers including leading edge technology, as well as give TI customers another option for product development services through our experienced design team."

About AVID - Founded in 1985, AVID Technologies Inc. is headquartered in Twinsburg, Ohio, between Akron and Cleveland, employing more than 50 engineers, designers, technicians and project managers.

Since 2000, AVID has received multiple local and national awards for proven entrepreneurial spirit, success, and year over year growth, with a steady year after year business growth.

AVID's website can be reviewed at www.avid-tech.com. Inquiries may be made at 330. 487. 0770.