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### **For Immediate Release**

## **Avid Unveils New Asset Library Module at SIGGRAPH 2004**

*New module for Alienbrain VFX meets industry need for easier asset archiving and retrieval for computer graphics teams*

**SIGGRAPH 2004, Los Angeles (Booth # 1547)** – August 11, 2004 – Avid Technology, Inc. today introduced a new digital asset library module for its Alienbrain® VFX asset management system. The Internet-based module offers unprecedented archiving and retrieval functionality to teams producing large volumes of graphics files for complex visual effects projects and computer-generated (CG) feature films.

Large studios typically store digital content on departmental servers or individual hard drives, or offload the data onto separate storage systems. The archiving process is complicated by the fact that studios often hire artists on a project basis, and accurate records of the assets they create are not kept after the artists leave the facility. Those factors make it extremely difficult to locate older artwork, or share art throughout the studio.

“In large studios – where different teams often use different archiving systems – finding assets can become a complicated task,” said Gregor vom Scheidt, managing director at Avid with responsibility for the Alienbrain product line. “The Alienbrain VFX asset library module is an easy-to-use, highly customizable system that bypasses the common challenges of locating and re-using data and allows artists to focus on their most important task: content creation.”

“Our artists were spending a lot of time searching for older files that we needed on current projects. If they couldn’t locate the assets, we had to either re-create them or purchase them from a third-party source,” said Evan Jacobs, manager of the 3D department at Digital Domain, the first customer to integrate the Alienbrain VFX digital asset library module into its production process. “This module allows our artists to easily search for and locate art that, in some cases, was used years ago. Now, not only can we find content more quickly; but we can save money by avoiding the cost of re-building 2D and 3D elements.”

Using the Alienbrain VFX client, customers can ingest artwork onto the central Alienbrain server, where it can be shared with other artists or teams, or stored for later use. Once the content is ingested, artists can use the asset library web portal to run basic and advanced searches for 2D and 3D content, shader scripts, motion capture files, stock footage, and other assets. The search provides artists with a 2D view of those assets along with their properties, such as type, size, comments, and other important information. The property fields of the asset library are extensible, allowing customers to define properties they think will improve the search functionality for their teams. To further simplify the search functionality, assets can be linked to each other using configurable references so that artists can view and access related assets – such as models and the movie clips in which they are used.

### **Pricing and Availability**

For information about pricing and availability, please contact the Alienbrain team at: 310-393-8535.

### **About Avid Technology, Inc.**

Avid Technology, Inc. is the world leader in digital nonlinear media creation, management, and distribution solutions, enabling film, video, audio, animation, games, and broadcast professionals to work more efficiently, productively, and creatively. For more information about the company's Oscar®, Grammy®, and Emmy® award-winning products and services, please visit: [www.avid.com](http://www.avid.com).

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