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For Immediate Release

Pinnacle to launch Studio Version 12 with a Road Show

The #1 Consumer Video Editing Application teams with Reallusion and Panasonic to deliver 3 end-user presentations

Melbourne, Vic. July 1, 2008 - Pinnacle Systems, Inc. the consumer division of Avid Technology, Inc. (Nasdaq: AVID), announced today an end user road show to mark the Australian launch of Studio version 12, its market-leading consumer video editing software.

The road show will showcase the latest features of Pinnacle Studio 12 in a presentation, along with Reallusion's CrazyTalk 5, a consumer facial animation software that turns digital photos to talking videos, and Panasonic launching their new range of consumer HD camcorders. The launch event will take place in Sydney, Brisbane and Melbourne from the 29th to 31st July (2008) with each event being held in the evenings. The theme for the road show is video editing, animation and DVD authoring for consumers, and invites all video editing enthusiasts and camcorders and digital cameras owners.

The Pinnacle Studio 12 road show heralds a host of new features in a consumer video editing software that focuses on providing new user-friendly compositing and animation effects, additional content for users to work with such as templates and a complete workflow for high definition editing and Blu-Ray disc authoring. The presentation will be delivered by US-based Producer/Editor, Anthony Matorina.

Reallusion's John Martin II will present the latest version of their award-winning animation software, CrazyTalk 5, a consumer friendly software that lets users animate digital still images into talking digital videos with real-time lip-sync and puppeteering control. Released in February 2008, CrazyTalk 5 compliments Studio 12 with an easy-to-user application for consumers to add their own compelling content to their video projects.

Full details of the road show

Tuesday, 29 th July 08	Sydney	The Menzies Hotel (Sydney, NSW)
Wednesday, 30 th July 08	Brisbane	Brisbane Technology Park (Eight Mile Plains, QLD)
Thursday, 31 st July 08	Melbourne	The Rydges on Swanston (Carlton, VIC)

Event Schedule for each venue:

5:30pm – 6:00pm	End user registration
6:00pm – 6:45pm	Reallusion CrazyTalk 5 & iClone 2.5 presentation
6:45pm – 7:00pm	Tea & Coffee break
7:00pm – 8:00pm	Pinnacle Studio 12 presentation
8:00pm – 8:15pm	Panasonic presentation
8:15pm – 8:30pm	Q & A / Door prize draws

Each event offers attendants a chance to win door prizes sponsored by Pinnacle Systems, Reallusion and Panasonic; and purchase products from the evening.

The general public may attend any of the events for free by registering on the event registration webpage on the following URL: <http://www.lakopacific.com/page/Events>. For further information please contact Lako Pacific on 1800 657 601 or visit www.lako.com.au.

About Pinnacle Systems, Inc.

Pinnacle Systems, Inc., a part of Avid Technology, Inc., is an industry leader in providing a complete set of home video editing and TV viewing tools for the consumer market. The company's product lines including Pinnacle PCTV™, Dazzle®, Pinnacle ShowCenter®, and its flagship Pinnacle Studio™ line, cover the needs and requirements of any level of video storytellers or consumers who simply want to enjoy TV from their computer. Pinnacle Systems has received nine prestigious Emmy® Awards for its technical innovations and carries the commitment to help consumers enhance, preserve and share their memories with ease. For more information, visit www.pinnaclesys.com.

About Avid Technology, Inc.

Avid is a worldwide leader in tools for film, video, audio, 3D animation, gaming and broadcast professionals – as well as for home audio and video enthusiasts. Avid professional and consumer brands include Avid, Digidesign, M-Audio, Pinnacle Systems, Sibelius, Softimage and Sundance Digital. The vast majority of primetime television shows, feature films, commercials and chart-topping music hits are made using one or more Avid products. Whether used by seasoned professionals or beginning students, Avid's products and services enable customers to work more efficiently, productively and creatively. Avid received an Oscar® statuette representing the 1998 Scientific and Technical Award for the concept, design, and engineering of the Avid® Film Composer® system for motion picture editing. For more information about the company's Oscar, Grammy® and Emmy award-winning products and services, visit www.avid.com.

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About Reallusion, Inc.

Headquartered in Silicon Valley, Reallusion is a leader in the development of Hollywood-like 3D cinematic animation tools for PC and mobile platforms. Recognized as an industry pioneer, the company provides consumers with easy-to-use character animation, facial morphing and voice lip-sync solutions for real-time 3D filmmaking and previsualization for professional post-production. Reallusion's core technologies are widely used by consumer and professional content developers and are embedded in leading consumer devices worldwide. For more information visit the web site at <http://www.reallusion.com/>