

# Avid Alliance Partner Program



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## GLOOKAST chosen to join Avid Alliance Partners Program

**Fort Lauderdale, FL, 04 September 2016:** GLOOKAST, innovator in digital media workflow solutions for broadcast, drama production, and business continuity announced today that it has been selected as an Avid Alliance Partner.

**Membership to Alliance Partner Program is by invitation only** and requires a rigorous certification process. GLOOKAST's Avid certification, which is only available to Avid Alliance Partners, is granted to companies that can provide innovative technologies and outstanding interoperability for the Avid MediaCentral™ Platform users. Avid and GLOOKAST have held a strong collaboration for several years in large and complex projects implemented in some of the largest media companies around the world. With this latest announcement, GLOOKAST forms the basis of an invaluable multi-year partnership with Avid, to further enhance the capability of delivering innovative solutions to the most demanding users, and gains access to the Avid Global Sales Network, and its worldwide distribution, marketing, sales, training, and professional customer services. GLOOKAST also renewed its partnership with the Avid Connectivity Partner Program, which offers all the resources designed to help organizations connect their solutions to the Avid MediaCentral® Platform.

“In today’s highly-competitive media environment, media organizations business models are in constant flux and their media workflows need to be as dynamic, flexible, adaptable, simple, and reliable as consumer demand,” **said Alan Hoff, vice president, Market Solutions, Avid.** “With GLOOKAST HD and 4K ingest solutions and open media services, our joint customers can seamlessly convert their current production facilities into fully integrated and collaborative, multi-res workflows”.

“We are extremely proud of having been selected for the Alliance Partner Program,” **said Guilherme Silva, Co-Founder and CEO, GLOOKAST.** “Avid selecting GLOOKAST as a trusted partner is not only testament to the strength of our product portfolio but also our ability to deliver solutions that address the needs specific to the Media and Entertainment industry. It certainly recognizes GLOOKAST leadership in innovative solutions to optimize high end content production workflows”

**About GLOOKAST** - Established in 2009, GLOOKAST is redefining MXF-based broadcast, drama production, and business continuity workflows. Glookbox and Glookport family of products were developed from ground up with key capabilities to address news, sports, archive, disaster recovery, and post-production workflows. With a set of modular and highly customizable tools, GLOOKAST makes implementation of true multi-format, multi-resolution workflows a reality. GLOOKAST products are widely used by broadcasters, content producers, universities, and post-production facilities in the USA, Latin America and Europe. For more information: [www.glookast.com](http://www.glookast.com).

**About AVID** - Through Avid Everywhere™, Avid delivers the industry's most open, innovative and comprehensive media platform connecting content creation with collaboration, asset protection, distribution and consumption. Media organizations and creative professionals use Avid solutions to create the most listened to, most watched and most loved media in the world—from the most prestigious and award-winning feature films, to the most popular television shows, news programs and televised sporting events, as well as a majority of today’s most celebrated music recordings and live concerts. Industry leading solutions include Pro Tools®, Media Composer®, ISIS®, Avid NEXIS™, Interplay®, ProSet and RealSet, Maestro, PlayMaker, and Sibelius®. For more information about Avid solutions and services, visit [www.avid.com](http://www.avid.com), connect with Avid on Facebook, Instagram, Twitter, YouTube, LinkedIn, or subscribe to Avid Blogs