



Blastwave FX and Avid Announce Competition & Giveaway *\$12,000 in Prizes to Answer “What Role Do Sound Effects Play in Picture?”*

New York, New York, March 15, 2010 – [HD sound effects](#) publisher **Blastwave FX** (www.blastwavefx.com), and **Avid** (NASDAQ: AVID) announced they have teamed up for a **Competition & Giveaway** with **prize packages worth \$12,000**. Participants can register to win Post Production Packages and compete for the Grand Prize by creating and submitting a 30-45 second video that answers the question **“What Role Do Sound Effects Play in Picture?”**

Three award winning sound designers will select the **Grand Prize** winner, who will receive a **Turnkey A/V Post Package** worth **\$8,300**. The Grand Prize includes: Avid Media Composer 4, Mbox 2 & Pro Tools LE, [SONOPEDIA™ HD Sound Effects Library](#), The Sound Effects Bible, and DV Toolkit 2. The **deadline** for entries is **April 20th** and the winner will be announced on May 5st (Cinco de Mayo).

Anyone who registers is **automatically entered** to win two (2) **Basic Post Packages** worth **\$1,800 each**. These two giveaway prizes include: Mbox 2 Mini & Pro Tools LE, .wavFX Mini sound effects library, 2X Blastwave FX Sound Effects Download Packs, The Sound Effects Bible, and DV Toolkit 2.

To **register** for the [Blastwave FX & AVID Competition and Giveaway](#) visit:

www.blastwavefx.com/avid

Award-winning judges include Skip Lievsay (*No Country For Old Men*), Jacob Ribicoff (*Revolutionary Road*) and Ric Viers (*Blastwave FX* and author of “*The Sound Effects Bible*”)

Video entries addressing the question “What Role Do Sound Effects Play in Picture?” will be judged upon the following criteria:

- How well the soundtrack supports the video and/or vice versa
- Exemplification of role of sound for picture
- Structure and flow from beginning to end

All registrants will receive a **Free Competition Download Pack** containing 45 selected free sound effects from the Blastwave FX library and pre- and post-roll footage, which may be used in creating the video.

The purpose of these competitions is to challenge participants to showcase their creativity while thinking outside the box and fostering relationships within the media production community.

For more details, rules, information on prizes and judges, please go to the [Blastwave FX & AVID Competition and Giveaway](#) homepage.

About AVID

Avid creates the digital audio and video technology used to make the most listened to, most watched and most loved media in the world – from the most prestigious and award-winning feature films, music recordings, television shows, live concert tours and news broadcasts, to music and movies made at home. Some of Avid's most influential and pioneering solutions include Media Composer®, Pro Tools®, Avid Unity™, Interplay®, Oxygen 8, Sibelius® and Pinnacle Studio™. For more information about Avid solutions and services, visit <http://www.Avid.com/>, del.icio.us, [Flickr](#), [Twitter](#) and [YouTube](#); connect with Avid on [Facebook](#); or subscribe to [Avid Industry Buzz](#).

About Blastwave FX

Blastwave FX (www.blastwavefx.com) develops next-generation [HD sound effects](#) libraries for professional audio production. Blastwave FX libraries, including the flagship [SONOPEDIA](#), serve as royalty-free creative resources for audio professionals worldwide in post, broadcast, film, television, video games, animation, radio, new media and beyond. For more information visit www.blastwavefx.com, or connect on twitter.com/BlastwaveFX or our [Facebook page](#).

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