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Updated Licensing Chart!

AVID

Avid Builds Real-World Skills with Industry Standard Workflows in the Classroom

What's Inside:

» University of Alabama at Birmingham Incorporates Music Technology in the Classroom

» Limited-time Offer—Adobe CLP Migration Offer

» Make Your Customers' Lives Easier with LocknCharge

» New Version! Introducing EndNote X7.1

University of Alabama at Birmingham Music Technology in the Classroom

Avid Customer Story

Challenge

Help music technology majors get the real-world skills they need to succeed in the industry and achieve their full creative potential.

Solution

Implement an industry-standard Avid workflow for music creation and audio production.

Products used

- Pro Tools®
- Pro Tools|HD
- Sibelius®
- S5 Fusion
- Media Composer

> " It's a wonderful suite of tools that are part of my workflow every day. For example, I was working on a plane making some last minute score changes for Stevie [Wonder] while in flight. By the time we landed I was ready to go. I'm grateful that Avid has produced products that allow me to be flexible and meet the varied requirements of my professional projects. "
>
> – **Dr. Henry Panion,**
>   Two-time Grammy® Award winner and Co-Director of the Music Technology Program

From the moment you set foot on campus, it's obvious that there's something special going on at the University of Alabama at Birmingham. The school is clearly dedicated to providing students with the finest resources for learning—from state-of-the-art classrooms, labs, and studios to the acclaimed Alys Robinson Stephens Performing Arts Center. The faculty consists of many distinguished professional artists, and the school maintains student ratios that ensure plenty of personal, hands-on learning time. Such dedication to the arts has yielded great results, with UAB alumni going on to succeed throughout the media industry.

UAB is one of the few public universities in the United States that offers students degreed programs in music technology, and Avid tools are a central part of their audio and video workflow. "The Avid platform is something that students really need to become familiar with if they're to be successful in their careers and create the highest-quality art," says Dr. Robert Palazzo, Dean of the College of Arts and Sciences. "The hands-on experience students get at UAB is invaluable to their experience."

A Faculty That's Second to None

The UAB faculty includes distinguished artists like Dr. Henry Panion, two-time Grammy® Award winner and Co-Director of the Music Technology Program. Panion's professional credits include composing and arranging scores for Stevie Wonder, Chaka Kahn, Aretha Franklin, and many other artists. Panion joined UAB in 1987 and, although he was hired to teach music theory and orchestration, quickly saw the importance of incorporating music technology into the courses as much as possible. Since then, he's helped grow the music technology department into one of the leading programs in the country. "We're not out to replace good musicianship with technology," he explains. "Rather, it serves to enhance the level of the musicians."

Whether he's teaching in the classroom or working with A-list artists, Panion relies on Sibelius and Pro Tools as his go-to palette for music creation and composition. "These tools enhance my ability to get work done quickly and efficiently, and be assured that it's correct and accurate," he shares.

When Panion receives a request to compose or arrange, it usually needs to be completed on a short timeline, and Avid tools help him meet those challenging requirements. "With Sibelius, I can write an arrangement for Stevie Wonder overnight and perform the next day without a rehearsal—that's how much confidence I have in the quality of the score output," he shares. "The way I incorporate technology into my work has been the key to many opportunities, and I enjoy helping students get started down a similar path."

The seamless integration of Sibelius and Pro Tools has helped Panion succeed on his professional projects. "I can go from composing my scores in Sibelius to creating arrangements and recordings of those scores in Pro Tools without worrying about any issues," Panion says. "It's a wonderful suite of tools that are part of my workflow every day. For example, I was working on a plane making some last minute score changes for Stevie while in flight. By the time we landed I was ready to go. I'm grateful that Avid has produced products that allow me to be flexible and meet the varied requirements of my professional projects."

"The music technology students are invariably the most fun to teach," he continues. "Some are rockers, others are classically trained musicians and vocalists. They ask questions in music history class that reveal their level of interest in music."

Geared Up For Success

One of the key benefits that students enjoy is the high level of facilities at their disposal. UAB recently completed a major upgrade to their recording studio, including the installation of an Avid S5 Fusion console, which gives students the processing power to mix full 7.1 surround sound productions for feature films. Working creatively on the System 5 console helps students develop their skills, and achieve a level of comfort that will help them hit the ground running after graduation.

"It's impossible to visit Hollywood and not see one of these consoles being used," relates Panion. "Our facilities give students real-world experiences using the very same tools used in the industry. It's a worthwhile investment for UAB, and we're proud to be one of the only institutions in this region providing students with such a high level of equipment."

UAB also offers a computer music ensemble lab, which serves as a musical playground for students—the ultimate garage for musicians who want to create. "It's critical for students to

The Importance of Teaching Music Technology

For Panion and his colleagues, music technology is a vital part of every student's development. "We've always seen music technology as a way to make musicians better," states Howard Irving, Chair of the music department at UAB. "Every musician needs to understand technology in order to have a successful career."

Dr. Irving notices that the music technology students are a diverse, varied group. "We're starting to see a type of student come through that we never saw before," he shares. "They are wonderful performers and choose music technology because they know it's a tool they'll need when the time comes."

have access to a lab where they can use professional tools whenever they need to," says Dr. Scott Philips, Co-Director of the Music Technology Program and Conductor of the Computer Music Ensemble. "Without that access, it would be difficult for them to improve their skills on the tools they'll need in the industry."

Students can utilize the facility 24/7, and although UAB provides everything students need to create, produce, and mix music, many students decide to purchase their own personal copies of Pro Tools. "I've seen a high correlation between the students who purchase their own software, and their success after graduation," states Philips. "The Avid academic pricing program has been a phenomenal success for our students," adds Panion. "It allows students to own professional tools for an investment they can afford."

Avid is Key

Dr. Philips' personal scholarly research involves following the curriculum development of music technology programs at universities around the United States. His book Beyond Sound: The College and Career Guide to Music Technology was recently published by Oxford University Press, and shows that music technology programs are growing at a rapid pace, with seven to 10 new degreed programs added each year.

"It's clear that students are asking for this type of training—however, schools grapple with choosing the right technology," states Philips. "In my research, I found that many schools spend money on tools that students won't end up using once they graduate. However, the schools that use industry-standard Pro Tools and Media Composer solutions are the programs that produce the most successful students."

"We regularly hear from students that when they enter the industry—whether it's a recording studio, ad agency, or live performance scenario—they are using Avid tools," says Philips. "These skills are really valuable for them."

A Unique Certification Program

UAB is currently the only institution in Alabama—and the entire southern United States for that matter—that offers both music technology degrees and Avid certification programs. The school allows students to acquire Avid certifications in Pro Tools, Media Composer, and Sibelius. "The Avid Learning partnership has been a game changer for us," says Irving. "It's really a fabulous opportunity. No other school in the state or region can offer these certifications."

"The Avid Learning partnership has made us a hub for technology training, and continues to attract students to UAB," adds Panion. "It's difficult to find professionals with advanced degrees to teach music technology programs at the university level, so this partnership allows us to train college-level teachers. The Avid certifications make students more marketable."

UAB's partnership with Avid allows students to acquire the skills they need, plus certifications that industry employers

highly value. The certification program also adds another level of motivation for the students. "They have an added interest in learning these tools because they know there is a valuable certification they can receive at the end," says Philips.

Partnering with Avid— for the Future

The future certainly looks promising for UAB. The school is currently developing a master of music in technology program—one of the first of its kind—to better prepare students for professional and academic careers. And Avid-based technology solutions and certification programs promise to be an integral component of the school's offerings in the years to come. "Our partnership with Avid is invaluable," concludes Dean Palazzo. "It helps us understand the practicality of what's going on in the real world, and how we can align our students and intellectual capital to take advantage and contribute to that."

> " The Avid platform is something that students really need to become familiar with if they're to be successful in their careers and create the highest-quality art. "
>
> **– Dr. Robert Palazzo,**
> Dean of the College of Arts and Sciences

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- PDF annotations have been expanded to include underline and strikethrough.*

- Expanded logic for DOI matching to reference data during PDF import.*

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- Find Full Text improvements, including better integration and results from PubMed, increased number of results returned at a time, and automatic Find Full Text when a text file is imported.*
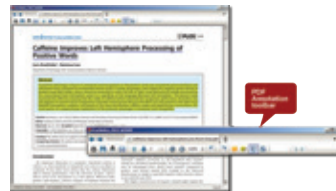
*These features were already released with EndNote X7 for Mac.

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INSPIRATION KIDSPIRATION — TRANSACTIONAL LICENSING	Bill Faulkner, ext. 242 bfaulkner@dstewart.com	Yes	2-3 business days	Inspiration & Kidspiration delivered electronically. InspireData shipped w/ Media Doc.	Install media included for InspireData; shipped by DSC	Physical manual included for InspireData	1 unit for order/reorder	No	Yes	Yes	No	Yes; as single user ESD	K-12 & Higher Education	
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KNOWLEDGE ADVENTURE	Bill Faulkner, ext. 242 bfaulkner@dstewart.com	No	4-5 business days for media and 24 hours for electronic license	Emailed	Install media included; shipped by DSC	Available on install media	1 Network or 10 non-network licenses for order/reorder	No	Yes; for select titles only	No	No	No	K-12 & Higher Education	✚
MAPLESOFT	Kelly Lajter, ext. 291 klajter@dstewart.com	No	3-5 business days	Shipped w/ Software	Install media included; shipped by Maplesoft	Available on install media	2 or 5 units for order/reorder, depending on type of license	No	Yes	1 or 2 years depending on product title	No	No	K-12 & Higher Education	✚
MARINER SOFTWARE	Kelly Lajter, ext. 291 klajter@dstewart.com	No	2-3 business days	Emailed w/ license key/serial number	Electronic download via link in license	Downloadable from vendor website	10 units	Yes	No	No	No	Yes	K-12, Higher Education, Commercial, Government, & Non-Profit	✚
MERU NETWORKS	Bill Faulkner, ext. 242 bfaulkner@dstewart.com	Yes	48-72 hours	Emailed w/ entitlement	Delivered via electronic download (ESD)	Available in PDF format	None	N/A	Yes	Yes	N/A	No	K-12 & Higher Education	✚
MINDJET	Kelly Lajter, ext. 291 klajter@dstewart.com	Yes, for Off-Campus Resellers; no, for On-Campus Resellers	Emailed within 48 hours to customer	Emailed within 48 hours to customer	Electronic download via link in license	Downloadable from vendor website	1 unit for order/reorder, maintenance purchase required w/ license	No	Available through Upgrade Protection plan (maintenance) only	Yes; available in three-year increments at an additional charge	Yes	No	K-12, Higher Education, & 501c3 Non-Profits	✚
NATIVE INSTRUMENTS	Kelly Lajter, ext. 291 klajter@dstewart.com	No	5-pack shipped from DSC. Add-On License delivered via ESD within 3-5 days.	Shipped w/5-pack	Install media shipped by DSC as 5-pack; separate purchase	Available on install media	One 5-Pack. Add-On License can be purchased in any quantity	No	No	No	No	No	K-12 & Higher Education	✚
NUANCE	Kelly Lajter, ext. 291 klajter@dstewart.com	No	Ships with 3-5 business days via ground or emailed to the end user	Emailed	Electronic download via link in license	Downloadable from vendor website	50 points for order and 20 points for reorder	Yes	Yes	Available for a one-year term	Yes; for Dragon NaturallySpeaking Professional	Yes; in finished goods	K-12, Higher Education, Commercial, Government, & Non-Profit	✚
PARALLELS	Kelly Lajter, ext. 291 klajter@dstewart.com	No	Emailed within 48 hours to customer	Emailed	Electronic download via link in license	Downloadable from vendor website	1 unit for order/reorder	No	Available from 2 prior versions w/ or without maintenance	Yes; 1-, 2-, or 3-year options available w/ new Enterprise Edition license	No	Yes; in finished goods	K-12 & Higher Education	✚
QUARK	Kelly Lajter, ext. 291 klajter@dstewart.com	Yes	Electronic download (ESD) provided within 2-4 business days	Emailed	License is ESD emailed from Quark. Physical media is available as an additional purchase – ships from DSC.	Downloadable from vendor website	1, 2, or 5 depending on the program	Licenses and Upgrades of same product; cannot mix versions or titles	Yes; must provide existing serial number. Run counts on existing sites must be upgraded in full	Yes; for Non-Profit, 90 days included w/ purchase of annual Edu licenses. Optional additional years. Optional, additional purchase for Commercial/Government	Yes	No	K-12, Higher Education, Government, Non-Profit, & Commercial	✚
REALLUSION	Kristin Littel, ext. 277 klittel@dstewart.com	No	Emailed within 2 business days	Emailed	Electronic download via link in license or Media SKU can be added to the order at no charge if disk needed	Downloadable from vendor website	5 units for order/reorder	Yes	No	No	No	No	K-12, Higher Education, & Commercial	✚
RETROSPECT	Kelly Lajter, ext. 291 klajter@dstewart.com	No	2-4 business days for Electronic Download (ESD) email	Emailed	Physical media is available as an additional purchase	Downloadable from vendor website	1 unit for order/reorder	Yes	Yes	Yes; 1-year included w/ purchase of new licenses and upgrades. Optional additional years.	No	No	K-12, Higher Education, Commercial, & Commercial	✚
ROCKY MOUNTAIN RAM SOFTWARE	Kristin Littel, ext. 277 klittel@dstewart.com	No	3-5 business days	Emailed	Electronic download via link in license	Downloadable from vendor website	1 unit for order/reorder	Yes	Yes	No	No	No	K-12, Higher Education, & Commercial	
SMITH MICRO	Kelly Lajter, ext. 291 klajter@dstewart.com	No	3 - 5 Business Days	Shipped with Software	Install Media included shipped by Smith Micro	Downloadable from vendor website	10 or 11 units for order/reorder	No	Yes, for Poser only	Yes; for Stufflt only – available at time of license purchase only at 30% cost of license	No	No	K-12, Higher Education, Government, Non-Profit, & Commercial	✚
SONOCENT	Bill Faulkner, ext. 242 bfaulkner@dstewart.com	Yes	3 - 5 business days	Emailed	Electronic download via link in license	Downloadable from vendor website	5 units for order/reorder	No	Yes	No	Yes	Yes	K-12, Higher Education, Commercial, & Government	✚
SONY CREATIVE SOFTWARE	Bill Faulkner, ext. 242 bfaulkner@dstewart.com	Yes	Electronic download provided within 24 hours	Emailed	Electronic download via link in license	Included in download	5 units for order/reorder	Yes	Yes	No	Yes	No	K-12, Higher Education, Commercial, & Government	✚
SOURCEBOOKS	Kristin Littel, ext. 277 klittel@dstewart.com	No	2-3 business days	Welcome letter w/ website log in information emailed	N/A, product is web based	N/A product is web based	100 Log Ins	Yes	N/A	N/A	N/A	No	K-12	✚
STYLEEASE	Bill Faulkner, ext. 242 bfaulkner@dstewart.com	No	4 business days	Choice of electronic delivery (ESD) or physical media as Disk in a Sleeve	Choice of electronic delivery (ESD) or physical media as Disk in a Sleeve	Available on install media	10 units for order/reorder	Yes	Yes	No	No	No	K-12, Higher Education, & Commercial	✚
SYMANTEC — ACADEMIC	Courtney Spangler, ext. 235 symantec@dstewart.com	Determined by product	3-5 business days	PDF license emailed, reseller CCd	Physical media for purchase, download available when licenses are registered	Yes; contained on CD	5 units on Band A-H, 1 unit on Band S	Yes	Yes	Yes	Yes	Student Use license available. Contact specialist for details.	K-12, Higher Education, & Not-For-Profit	
SYMANTEC — GOVERNMENT		Determined by product	3-5 business days	PDF license emailed, reseller CCd	Physical media for purchase, download available when licenses are registered	Yes; contained on CD	5 units on Band A-H, 1 unit on Band S	Yes	Yes	Yes	N/A	N/A	Government	
TECHSMITH	Bill Faulkner, ext. 242 bfaulkner@dstewart.com	No	24-48 hours	Emailed or shipped w/ software depending which delivery option (per SKU) is chosen.	Included in License download link or available from Install media	Included in License download link or available from Install media	1 unit for order/reorder	Yes; between products of same platform if Maintenance is purchased	Yes	Yes	Yes	Yes	K-12, Higher Education, Commercial, & Government	✚
THOMSON REUTERS	Bill Faulkner, ext. 242 bfaulkner@dstewart.com	No	1-2 business days	Choice of electronic delivery (ESD) or physical install media	Install media included or download link, based on order	Downloadable from vendor website	5 units for order/1 unit reorder	No	Yes	No	No	Yes; in finished goods. Physical and ESD available.	K-12 & Higher Education; Except for Student SKUs, product can be sold to any type of end user.	✚
TI SOFTWARE	Bill Faulkner, ext. 242 bfaulkner@dstewart.com	No	4-5 business days for physical delivery. 1-2 days for electronic delivery (ESD).	Choice of electronic delivery (ESD) or physical install media	Install media included; shipped by DSC or available via ESD. Order appropriate license for ESD or physical media.	Downloadable from vendor website	5 or 10 units depending title. Each order is transactional.	No	Yes	No	No	Yes; in finished goods	K-12, Higher Education, Not-For-Profit, Commercial, & Government	✚
TOTAL TRAINING	Kelly Lajter, ext. 291 klajter@dstewart.com	No	2-3 business days	User password and access code is delivered electronically via email to end user and reseller.	Electronic download via link in license	Downloadable from vendor website	1 unit for order/reorder	Yes	No	License is 1-year subscription. Subscription includes any new training content produced and added during the end user 1-year subscription period.	Yes	No	K-12 & Higher Education	✚
WIDGIT	Kristin Littel, ext. 277 klittel@dstewart.com	No	4-5 business days	Shipped w/ 5- and 10-pack, emailed for Tiered Licensing	Install media included w/ 5- and 10-pack. Must order no charge media for installation for tiered licensing, email is sent w/ Serial#.	Downloadable from vendor website	One 5- or 10-pack, 5 for tiered licensing	No	No	Available direct from publisher only	No	No	K-12 & Assistive Technology	
WRITE BROTHERS	Kelly Lajter, ext. 291 klajter@dstewart.com	No	5-7 business days	Shipped w/ Software	Install media included; shipped by Write Brothers	Downloadable from vendor website	2 units for order/reorder	No	No	No	No	No	K-12 & Higher Education	✚

*Yes, Avid does not ship physical product into Canada. All Canadian physical shipments come to The Douglas Stewart Company in Madison, WI, first, and then are routed to the Canadian customer. Please allow an additional 7-10 business days for delivery.