

## **Avid rachète la société Allemande Blue order**

Écrit par Jean-Christophe Perney  
Vendredi, 05 Février 2010 17:03

---

Avid le 04 Février 2010 rachète la société allemande Blue order spécialisée dans la gestion et l'asset management de medias. Cette tranasction s'est réalisée au mois de Janvier pour un montant non communiqué. A lire pour plus de détails (communiqué en Anglais source : Broadcastnow - site de news Anglais) :

The company said that it would not be revealing terms of the deal but did acknowledge that all Blue Order customers have been notified about the acquisition and that Avid will continue to develop and support current Blue Order products.

A spokesperson said: "This acquisition represents how Avid continues to make investments in areas that enable our customers to do what they do best – which is create the most listened to, most watched, and most loved media in the world."

The deal was completed in January but was not announced by the US-based editing and effects equipment manufacturer.

"From time to time, Avid purchases smaller technology companies, and we generally don't comment on the purpose of the acquisition or plans," continued the spokesperson

Blue Order provides turnkey media asset management solutions that help media and entertainment companies to collect, index, catalog, retrieve and distribute rich media content.

The company is headquartered in Germany and operates regional sales and support offices in the UK and US.

source : [www.broadcastnow.co.uk](http://www.broadcastnow.co.uk)