

# Memorandum



Avid/Digidesign  
4536 Sandy St. Los Angeles, CA 90001  
Michael Malinoski, Director of Public Relations  
November 29, 2010

To: Soundtech Team  
From: Digidesign Home Office  
Date: October 20, 2010  
RE: Protools HD 8 program malfunction

As most of you may know consumers have been running into some problems with our newest program Protools HD 8. A recent study of the problem shows that 3 out of 8 users are experiencing issues in the shutdown process where the program begins to freeze and will ultimately cause the computer to crawl to a stop. This is obviously an issue that needs immediate attention.

It is for this reason that Digidesign will be running diagnostics within the next few weeks. During this process you will all be split into groups of 5 to 6. You will be receiving an e mail with your group assignments and when and where your group will be meeting by tomorrow at the latest.

Once the problem is identified we will start production on a new revised version of the program, Protools HD 8.5. This program must be equipped with more toys, tricks, and it must be more user friendly than the last program. Because this is just a revised version you will simply be adding to the last program. You will be staying in your groups for this phase of the crises management.

Soon after the revised version is complete Avid will be holding a conference to introduce the new Protools project. Avid executives would like to invite all of you and ask that you watch your e mail for more information. At the conference there will be workshops and presentations to describe how to properly use the new Protools HD 8.5. Presentations will be done by you, our Soundtech team. If you receive an e mail please put together a short presentation on the area requested. If this is something that you would not like to do, please contact the head office at 295-3651 ex.6. We only ask our soundtech team because of your expertise. Because you will all be putting the program together you have the most knowledge and the most to share with the clients.

If you would like to be involved in the event but are not interested in making a presentation there will also be vender stations where patrons can buy new gear, plug ins, and other Digidesign products. If this interests you please contact the number above (295-3651 ex.6)

Good luck Soundtech team, we all have confidence in you.