



Larry Jordan & Associates

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Larry Jordan Presents *PowerUP with Final Cut Studio* in Sacramento on August 10-11

Agoura Hills, CA (August 8, 2007) Internationally-renowned editor, director, and trainer Larry Jordan is presenting his new two-day “Larry Jordan Presents: PowerUP with Final Cut Studio!” worldwide seminar tour in Sacramento on August 10-11, 2007. Jordan will present in fifteen cities in North America. He will be showcasing Final Cut Studio 2, the editing software suite comprised of Final Cut Pro 6, Motion 3, Compressor 3, DVD Studio Pro 4, Soundtrack Pro 2 and Apple’s new application, Color. This production suite is completely upgraded to retain its leadership position as the professional choice for high-performance digital nonlinear video and film editing. Please visit www.larryjordan.biz/seminar for more information about these seminars.

“Final Cut Studio 2 is exciting, however with so many new features, it may be difficult for editors to find the time to learn it on their own,” said Jordan. “That’s where our seminars can help. They are concentrated training. We give you the guidance you need to pick the right hardware, optimize your system, and then make the most of it — all in a fast-paced, entertaining, and informative way.”

Jordan will be in Sacramento for two days, presenting “Setting Up & Troubleshooting Your Hardware” and “Optimize Your Editing with Final Cut” on August 10, 2007, and “Mastering Final Cut Studio” on August 11, 2007. All seminars will be presented at Folsom Lake College.

The four-hour “Setting Up & Troubleshooting Your Hardware” covers the optimum computer configuration for Final Cut editing, which additional audio and video gear one needs, selecting the right hard disk or RAID, optimizing one’s hardware, discovering the special challenges of working with HDV, understanding what the different video formats mean and why what one doesn’t know can ruin a project, and learning what hardware one needs to run Color.

(more)

“Optimize Your Editing with Final Cut” is specially designed for novice and self-taught Final Cut Pro users to help them get better organized and edit more efficiently in four hours. “Mastering Final Cut Studio” is an eight-hour immersion that delves into Apple’s new software, Color; audio mixing and improving the quality of projects in Soundtrack Pro 2; and new effects in Final Cut Pro 6 and Motion 3. In every seminar, Jordan will designate ample time for answering the attendees’ hardest technical questions to provide them personalized solutions.

Optimizing Final Cut Studio and Pick the Right Hardware are priced at \$119. Mastering Final Cut Studio is priced at \$249 dollars per person. Optimize and Hardware together is priced at \$219. Optimize or Hardware with Mastering is priced at \$349. All three seminars are priced at \$449. Every seminar includes take-home workbooks and other valuable editing tools. Special student pricing and group discounts are available.

Jordan acknowledged the support of his main sponsors SmartSound (www.smartsound.com), Matrox (www.matrox.com), and Automatic Duck (www.automaticduck.com). Additional sponsors include Lynda.com (www.lynda.com), Peachpit Press (www.peachpit.com), Digital Heaven (www.digital-heaven.co.uk) and local sponsor Silverado (<http://silverado.cc/shop/home.php>).

For more information about the “Larry Jordan Presents: PowerUP with Final Cut Studio North American Tour,” including cities, dates and registration, visit www.larryjordan.biz/seminar.

About Larry Jordan & Associates, Inc.

Based in Southern California, Larry Jordan & Associates, Inc. provides consulting, training and support for editors and post-production firms using Apple’s Final Cut Studio suite of products. The company was founded by Larry Jordan, a producer, director, editor, consultant, and an Apple Certified Trainer, with over 25 years video production and post-production experience. He is a member of both the *Directors Guild of America* and the *Producers Guild of America*. In addition to authoring over a dozen tutorials and books on Final Cut, Jordan is also the founder and editor of *Edit Well*, the rich-media newsletter for Final Cut Studio, published by Peachpit Press. Jordan combines his extensive production experience with his teaching skills to bring a wide-ranging, real-world perspective to his seminars.

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