



Larry Jordan & Associates

## **FOR IMMEDIATE RELEASE**

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## **Larry Jordan Presents *PowerUP with Final Cut Studio* in the United States and Canada**

Agoura Hills, CA (April 3, 2007) Internationally-renowned editor, director, and trainer Larry Jordan is launching his new two-day “Larry Jordan Presents: PowerUP with Final Cut Studio!” worldwide seminar tour in the United States and Canada beginning August 15 through November 2, 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](http://www.larryjordan.biz/seminar) for more information about these seminars.

“Final Cut Studio 2 is quite exciting, but 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. 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.”

The four-hour “Picking the Right Hardware” covers selecting the right hard drive, monitor, capture card, camera, decks and what to avoid; editing in a networked environment; and working with HDV. “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; and using Final Cut Server to improve media management and workflow. In every seminar, Jordan will designate ample time for answering the attendees’ hardest technical questions to provide them personalized solutions.

(more)

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 are priced at \$219. Optimize or Hardware with Mastering are 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.

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](http://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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