



Larry Jordan & Associates

## **FOR IMMEDIATE RELEASE**

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## **Matrox Sponsors Larry Jordan's *PowerUP with Final Cut Studio* Seminars in the United States and Canada**

Agoura Hills, CA (July 15, 2007) Matrox Video Products Group, an industry-leading provider of hardware and software productivity tools for film and video professionals, becomes the latest Gold-level sponsor for Larry Jordan's 2007 *PowerUP with Final Cut Studio* seminar tour in North America. Matrox MXO 2.0, an, all-in-one monitoring, output, and scan conversion device for the Macintosh, will be presented at selected seminars on the tour.

"We're delighted Matrox chose to sponsor our seminars," said Jordan. "Finding a good HD monitor is extremely expensive. The Matrox MXO is a great solution because it provides a low-cost way for video editors to monitor high-quality images."

The *PowerUP with Final Cut Studio* seminar tour will visit Boston, Calgary, Chicago, Dallas, Las Vegas, Los Angeles, Miami, Nashville, New York, Sacramento, San Diego, San Francisco, Toronto, Vancouver, and Washington, DC. Three seminars will be given in each city: Setting Up & Troubleshooting Your Hardware, Optimizing Your Editing, and Mastering Final Cut Studio.

"Larry Jordan's seminars are all about helping Final Cut Pro editors improve their editing efficiency and that's what Matrox MXO is designed to do," said Francesco Scartozzi, Matrox sales director. "We're happy to be able to demonstrate this versatile little box that not only provides accurate, true-color HD monitoring on a DVI display, but also turns a laptop into a complete mobile editing solution and give users genlockable HD/SD scan conversion for flicker-free video output of their computer desktop."

For more information about the *PowerUP with Final Cut Studio* North American Tour, including dates, times and registration, visit [www.larryjordan.biz/seminar](http://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.

**About Matrox**

Matrox Video Products Group is a technology and market leader in the field of HD and SD digital video hardware and software for realtime editing, DVD authoring, capture/playout servers, clip/still stores, and CGs. Matrox's Emmy award-winning technology powers a full range of content creation and delivery platforms used by broadcasters, post-production facilities, project studios, corporate communicators, and videographers worldwide. Founded in 1976, Matrox is a privately held company headquartered in Montreal, Canada. For more information visit [www.matrox.com/video](http://www.matrox.com/video).

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