



Larry Jordan & Associates

FOR IMMEDIATE RELEASE

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

Agoura Hills, CA (June 30, 2007) SmartSound Software Inc., the leading provider of music and scoring technology for film and video professionals, becomes the first Gold-level sponsor for Larry Jordan's 2007 *PowerUP with Final Cut Studio* seminar tour in North America. The new Sonicfire Pro 4.5, SmartSound's music scoring software with Mood Mapping, will be presented at each seminar on the tour.

"We're delighted SmartSound chose to sponsor our seminars," said Jordan. "Sonicfire Pro 4.5 is ideally suited to the music creation needs of the video editors we serve. We're privileged to present the product at the forty-five seminars we plan to do in fifteen cities in North America. We've discovered that editors have a strong need for the capabilities that SmartSound provides."

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.

"SmartSound is excited to be part of Larry Jordan's nationwide *PowerUp* tour," said Brian Dickman, Vice President of Sales & Marketing for SmartSound. "Larry has an excellent training style and offers so much knowledge and skill to his attendees. We are delighted that the value of our new products will be communicated to Final Cut Pro users by such a talented industry professional."

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>>.

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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