



Larry Jordan & Associates

FOR IMMEDIATE RELEASE

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

Agoura Hills, CA (July 9, 2007) Larry Jordan & Associates, a consulting firm providing training and support for editors and post-production firms using Apple's Final Cut Studio suite of products, announced today that Automatic Duck (www.automaticduck.com) is the first Silver-level sponsor for Larry Jordan's 2007 *PowerUP with Final Cut Studio* seminar tour in North America.

During the tour, founder Larry Jordan will highlight Automatic Duck's flagship solutions for seamless timeline translation between industry-popular editing and design platforms, such as Final Cut Pro, Avid and Adobe After Effects. Attendees of the seminar series will learn how solutions such as Automatic Duck Pro Import AE 4.0, Pro Export FCP and Pro Import FCP can eliminate the tedium and frustration of moving content between disparate editing platforms, and greatly accelerate their workflow.

"We're delighted Automatic Duck chose to sponsor our seminars," said Jordan. "We pursued Automatic Duck aggressively because their products fit the needs of the specialized set of 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."

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.

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

About Automatic Duck

Automatic Duck is the pioneer of Timeline Integration Engine technology and leads the content creation marketplace with powerful solutions for seamless, comprehensive timeline translation capabilities between Avid, Adobe After Effects, Combustion, Discreet Smoke, Final Cut Pro, Motion and Quantel via XML, OMF and AAF. For more information on Automatic Duck's unique Timeline Integration Engine technology, please visit www.automaticduck.com.

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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