

EditShare Adds Support For Newly Released Apple Final Cut Studio

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EditShare announced at IBC 2009 compatibility for the new Apple Final Cut Studio release. The EditShare Complete Collaboration product line offers media acquisition, shared storage and archiving products for Broadcast, postproduction and DI workflows. Seamlessly integrated from ingest to archive, EditShare is the only workflow solution to offer both Apple Final Cut Pro and Avid project sharing for editors.

Amsterdam, The Netherlands - EditShare(TM), the technology leader in cross platform collaborative editing and shared media storage systems, announced at IBC 2009 (Stand 7.D22) compatibility for the new Apple(R) Final Cut(R) Studio release. The EditShare Complete Collaboration product line offers media acquisition, shared storage and archiving products for Broadcast, Postproduction and DI workflows.

Seamlessly integrated from ingest to archive, EditShare is the only workflow solution to offer both Apple(R) Final Cut Pro(R) and Avid(R) project sharing for editors. "We were anticipating the most recent release of Final Cut and were adamant about providing support soon after its debut," comments Andy Liebman, president and founder, EditShare. "Many of our customers edit with Final Cut Pro and we wanted to ensure that there would be no disruption should they upgrade to the new version 7. We are very happy to announce that the new Final Cut Studio release is fully validated for use with our EditShare Complete Collaboration product line."

Thanks to EditShare's patented bin-locking / project-locking framework, Avid and Apple Final Cut Pro editors can instantly see, copy or revise the work of colleagues with the assurance that a bin, sequence or project will never get accidentally deleted or overwritten. This kind of sharing "fuels" the creative process, and is crucial for feature film editing, news editing, promo production, reality TV production, and any genre where rapid content creation is required. Via a file-manager type interface, editors can clearly see all the bins and project files being used by all editors in their group. Bins and projects belonging to other editors are automatically opened "Read Only", and control can easily be transferred from one editor to another.

About EditShare Complete Collaboration Products

EditShare shared storage solutions, EditShare Storage Series and EditShare XStream Series, enable editing workgroups to work collaboratively regardless the platform or application. Users connected to an EditShare network can seamlessly access in real time a common pool of media files. Source material, work in progress and finished packages are shared and instantly available to all users on the EditShare network. The rules-driven workflow ensures that no data is ever overwritten or accidentally destroyed.

EditShare FLOW and EditShare Ark book end the shared production storage workflows with advanced multi-channel ingest/browse and archiving/backup capabilities. The integrated solutions provide a highly scalable, end-to-end media management workflow.

EditShare:

<http://www.editshare.com>

EditShare LLC is the pioneer of a new category of collaborative editing solutions designed for digital media workgroups and production companies. The EditShare system fuels the collaborative creative process for digital media artists by delivering high-quality, high-performance, and cost-effective networked collaborative editing solutions. For more

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Janice Dolan
Director
617-817-6595

janice@zazilmediagroup.com

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