

## **CrumplePop Brings Easy Split-Screen Effects to Final Cut Pro**

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CrumplePop today released SplitScreen, an effect for Final Cut Pro. SplitScreen allows you to easily draw any custom split-screen shape, drop in video clips, and re-center, all within Final Cut Pro. It works right on the Final Cut Pro timeline, without requiring a trip to another application. Choose from among 35 different pre-made split-screens, or mix and match a set of smaller split-screen components to create your own.

Minneapolis, MN - CrumplePop today released SplitScreen, an effect for Final Cut Pro that lets busy editors create complex split-screen shapes by just dragging and dropping. SplitScreen works right on the Final Cut Pro timeline, without requiring a trip to another application. With SplitScreen, you can choose from among 35 different pre-made split-screens, or mix and match a set of smaller split-screen components to create your own. SplitScreen allows you to easily draw any custom split-screen shape, drop in video clips, and re-center, all within Final Cut Pro.

Because SplitScreen is based on Apple's Master Template architecture, busy editors can use SplitScreen right inside of Final Cut Pro, saving the time and expense of a visit to a VFX shop.

"In our production work, we find that it's pretty time-consuming to create split-screen effects by hand, by cropping and keyframing," said Jed Smentek, lead designer at CrumplePop. "It can be done, but getting the proportions right takes a while. Especially if you want nice uniform borders. SplitScreen makes it much, much easier and faster, reducing the whole process to a drag-and-drop operation. You can set separate in and out points for each clip you drop in, make the borders any color you want, stack up different split-screen effects like blocks, or scale down the whole effect at once if you want. It's very flexible, and it renders surprisingly quickly."

CrumplePop SplitScreen let you grab any video clip in your project and drop it into whatever part of the split-screen you like. Then, you just click and drag to re-center your clip, framing just your subject's eyes, hands, or whatever part of the frame you want. That's it - render and you're done.

SplitScreen supports 35 different video codecs, resolutions, and framerates including XDCAMEX, XDCAMHD, DVCPProHD, HDV, DV, PAL, 1080p, 1080i, 720p, 480i, 24fps, 30fps, 25fps, 50fps, and 60fps. SplitScreen works with both Final Cut Pro 6 and Final Cut Pro 7.

### **Pricing and Availability:**

CrumplePop SplitScreen can be downloaded from the CrumplePop web site for \$69 (USD).

### **SplitScreen:**

<http://www.crumplepop.com/>

### **Screenshot:**

<http://www.crumplepop.com/pr/splitscreen-screenshot.jpg>

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