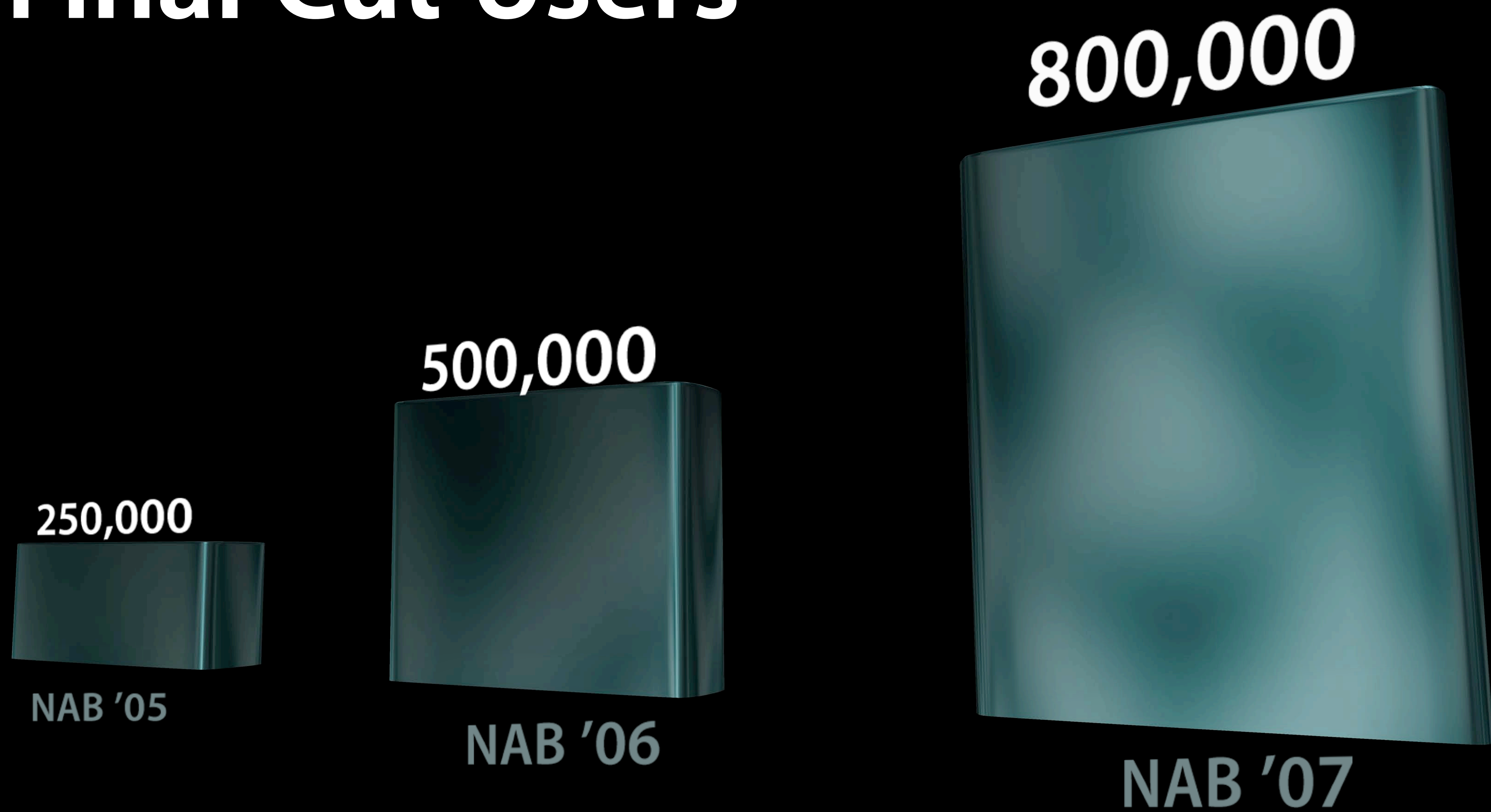


Final Cut Studio 2

Maarten Verhezen, Business Development Manager Pro
verhezen.m@euro.apple.com

Final Cut Users



Final Cut Studio

2



Final Cut Pro 6

The Editor's Choice



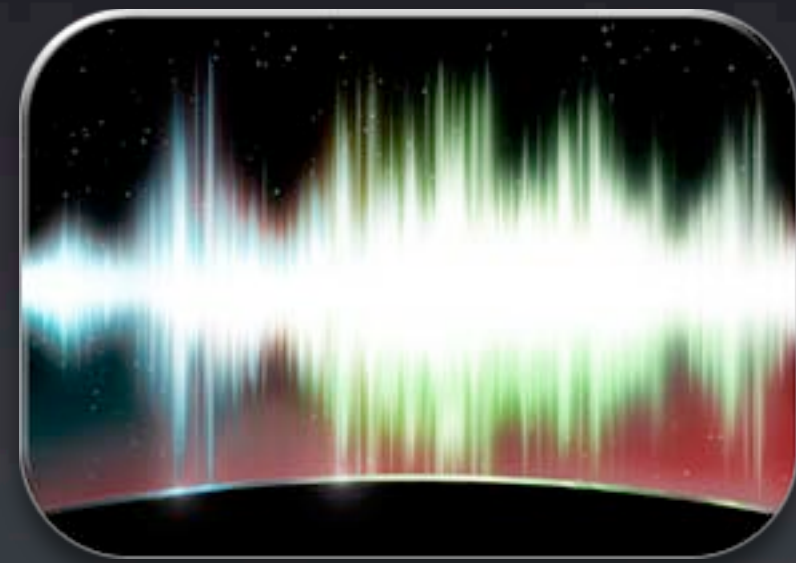
Motion 3

Now Playing in 3D



Color

Professional Color Grading



Soundtrack Pro 2

The Next Wave in Audio Post



Compressor 3

Create Once. Deliver Everywhere.



DVD Studio Pro 4

Professional DVD Authoring



Final Cut Pro 6

IMX

SD

ProRes 422

1080i

23.98

PAL

1080p

720p

DVCPRO 50

29.97

HD

DVCPRO HD

DV

HDV

XDCAM HD

Apple ProRes 422

PRO RES 4:2:2

- Next-gen post-production format
- Uncompressed HD quality at SD file sizes
- 10-bit, 4:2:2, full raster, VBR



ONE SIX RIGHT

THE ROMANCE OF FLYING

1TB



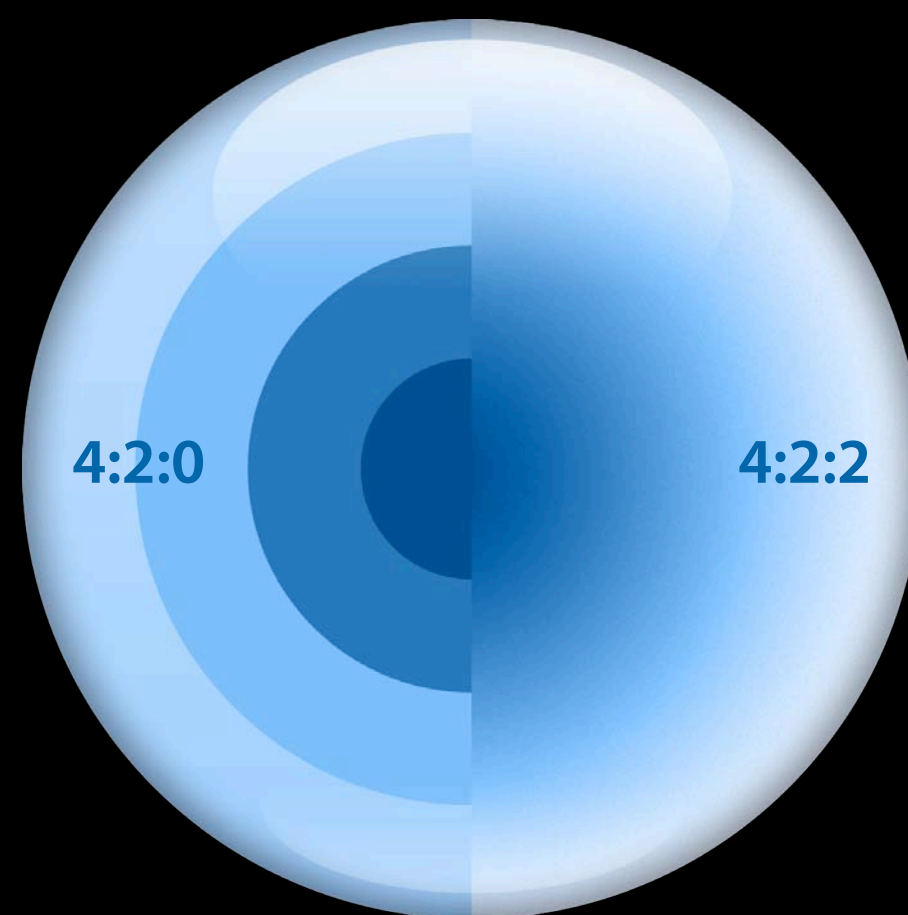
Uncompressed HD
1920x1080, 10-bit

Apple ProRes 422
1920x1080, 10-bit





Bandwidth Efficiency



Color Space Headroom



Next-gen Device Support



PRO RES 4:2:2



Open Format Timeline



- Mix formats
- Mix resolutions
- Even mix frame rates



SmoothCam



- Remove unwanted camera motion
- Background optical flow analysis
- Adjust parameters without having to reanalyze clip



Editable Motion Templates



- Access Motion templates directly in Final Cut Pro
- Replace pictures, video, and text without leaving Final Cut Pro
- Update all instances in Final Cut Pro with a single change in Motion



Final Cut Pro 6

IMX

SD

ProRes 422

1080i

23.98

PAL

1080p

720p

DVCPRO 50

29.97

HD

DVCPRO HD

DV

HDV

XDCAM HD

Motion

The background features a gradient from dark green at the top to light blue at the bottom. It is filled with numerous small, bright white particles and larger, glowing white spheres. Several prominent, flowing light trails in shades of white and light green sweep across the frame, creating a sense of dynamic movement and energy.

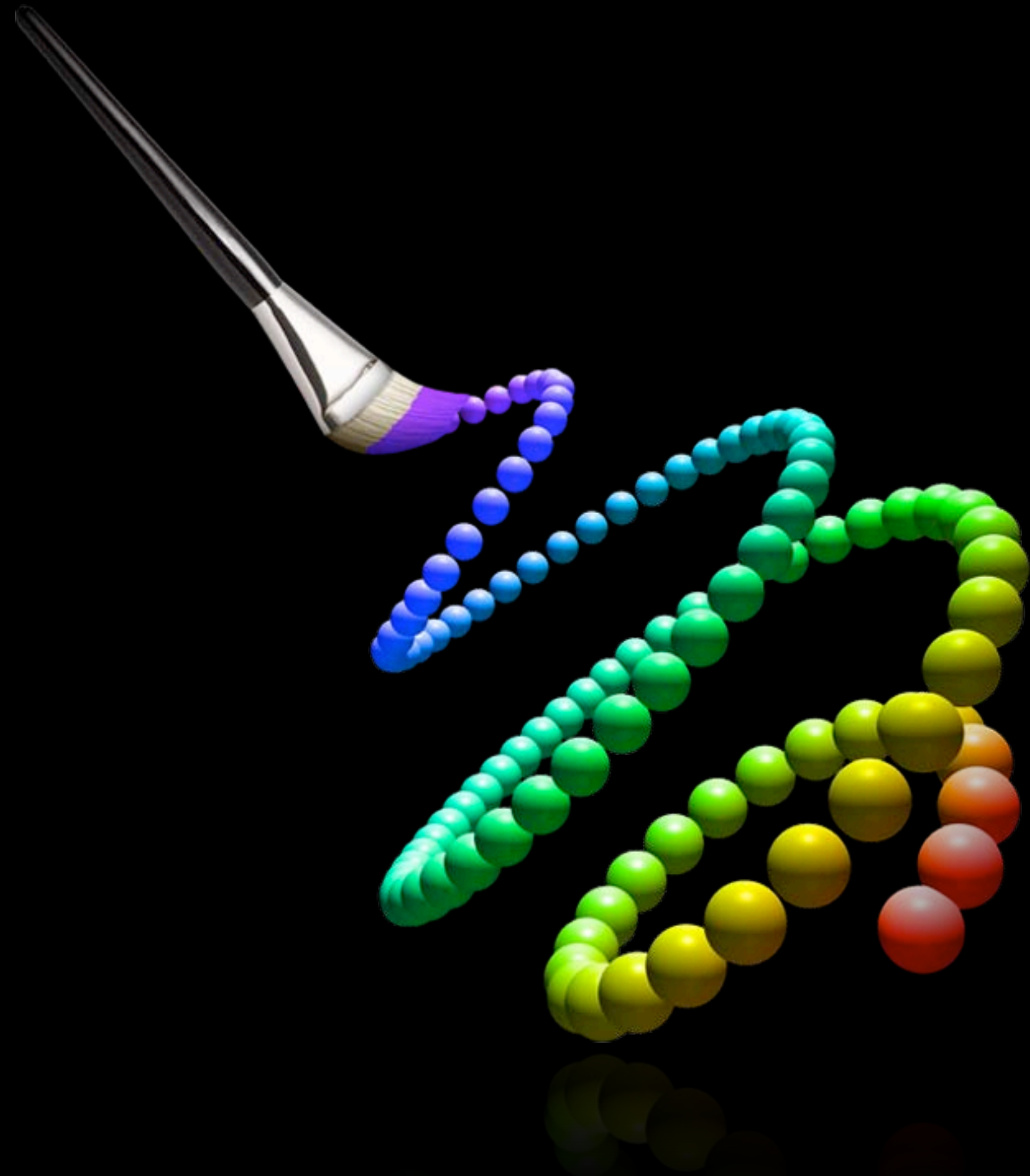
Pervasive 3D



- All the familiar real-time tools, extended into a 3D environment
- Multiple cameras and light sources
- Intuitive navigation of 3D space



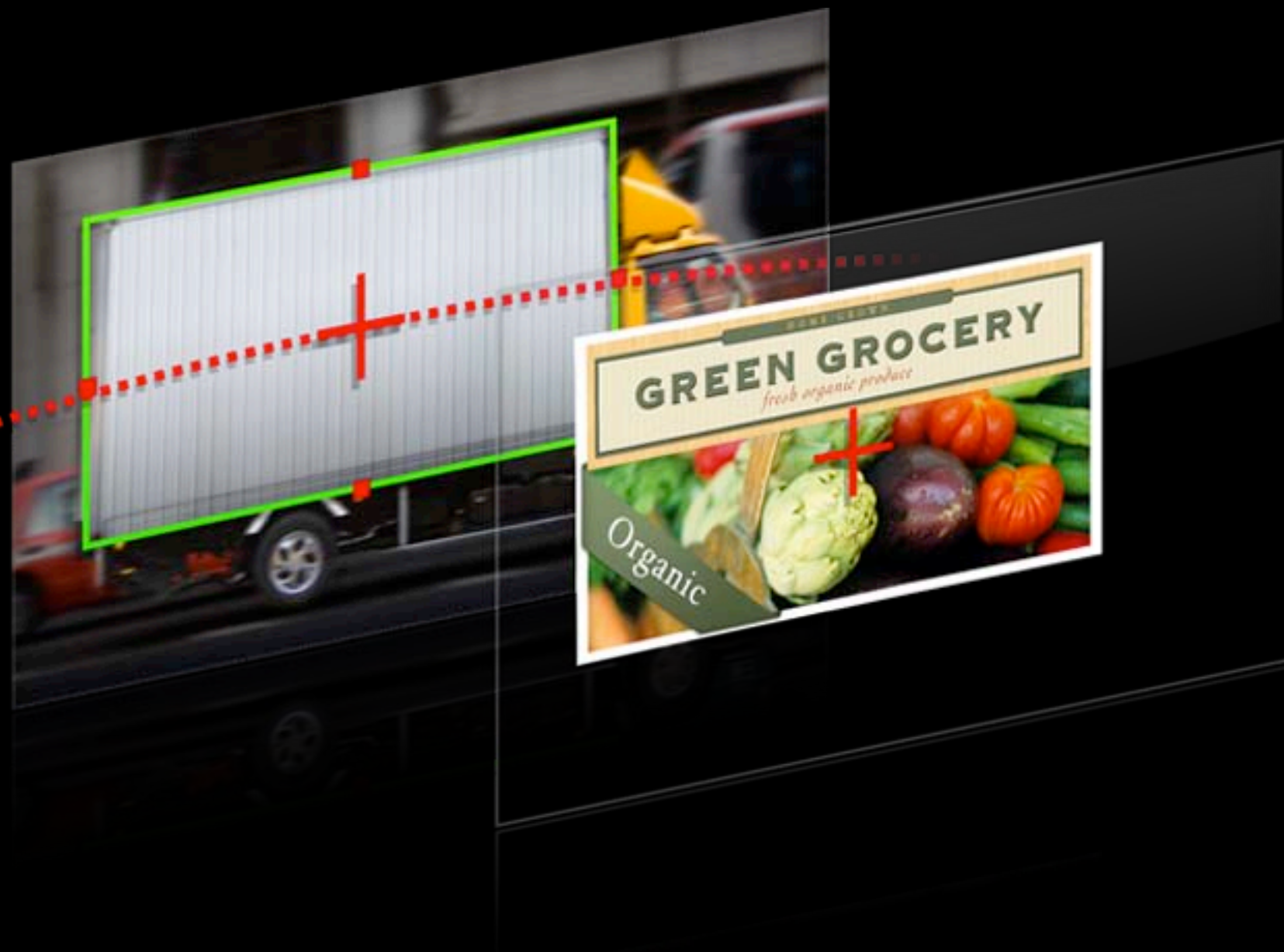
Vector-Based Paint



- Create brushes with color, particles, video, or pictures
- Pen pressure and speed sensitivity
- Edit strokes in 3D space
- Apply Behaviors to paint strokes



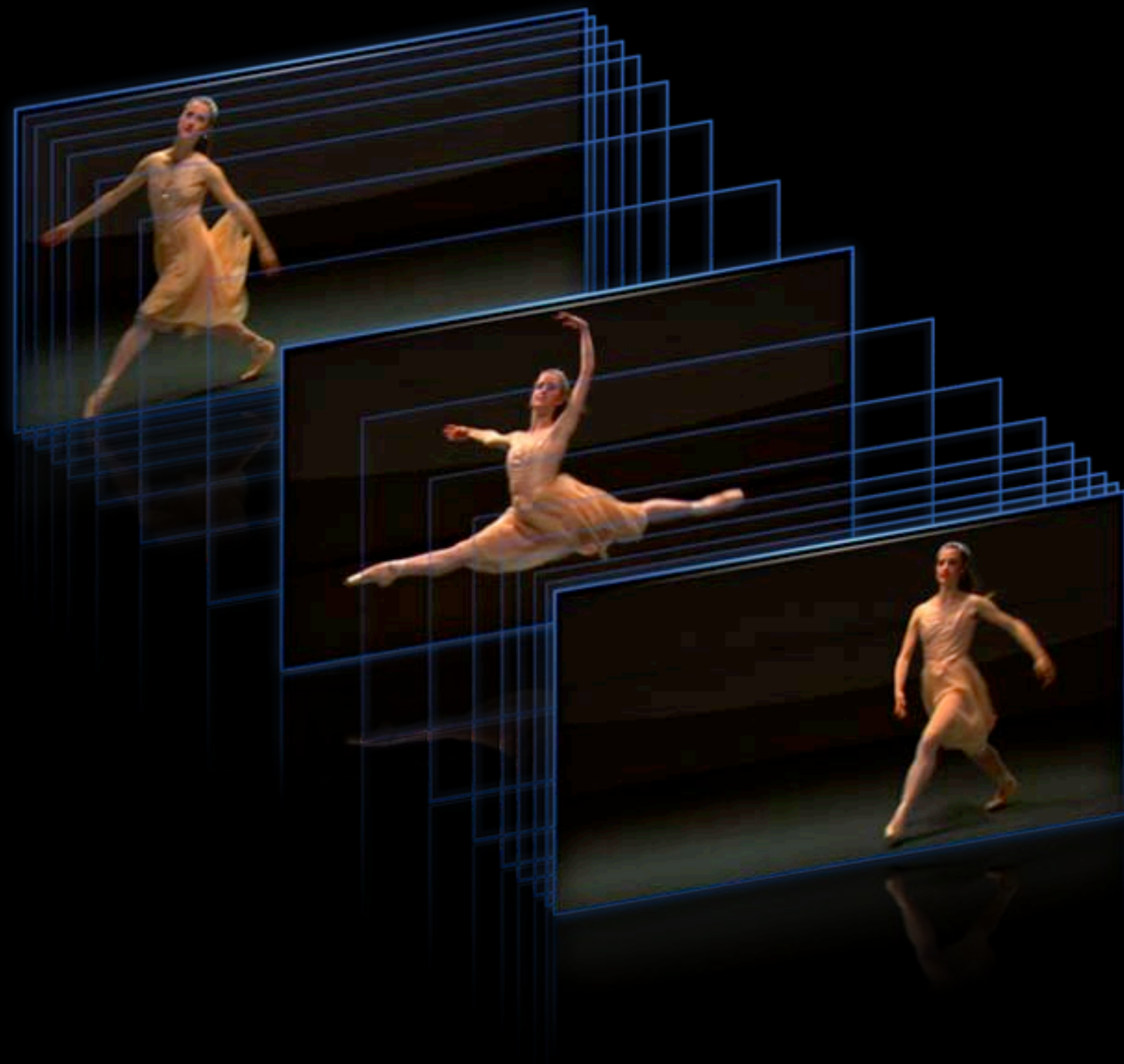
Match Moving



- Incredibly simple workflow
- Automatically follows the path of any animated object
- Suggests points and intelligently creates motion paths for video



Retiming Behaviors



- Retiming without keyframes
- Hold Frame, Set Speed, and other creative timing effects
- Slip and slide retiming effects



Motion

The background features a gradient from dark green at the top to light blue at the bottom. It is filled with numerous small, bright white particles and larger, glowing white spheres. Several prominent, flowing light trails in shades of white and light green sweep across the frame, creating a sense of dynamic movement and energy.

Soundtrack Pro 2

Revolutionary Spotting Display



- Three-up video HUD for syncing clips
- Precisely align effects and dialogue with picture
- See beginning, sync, and end frames



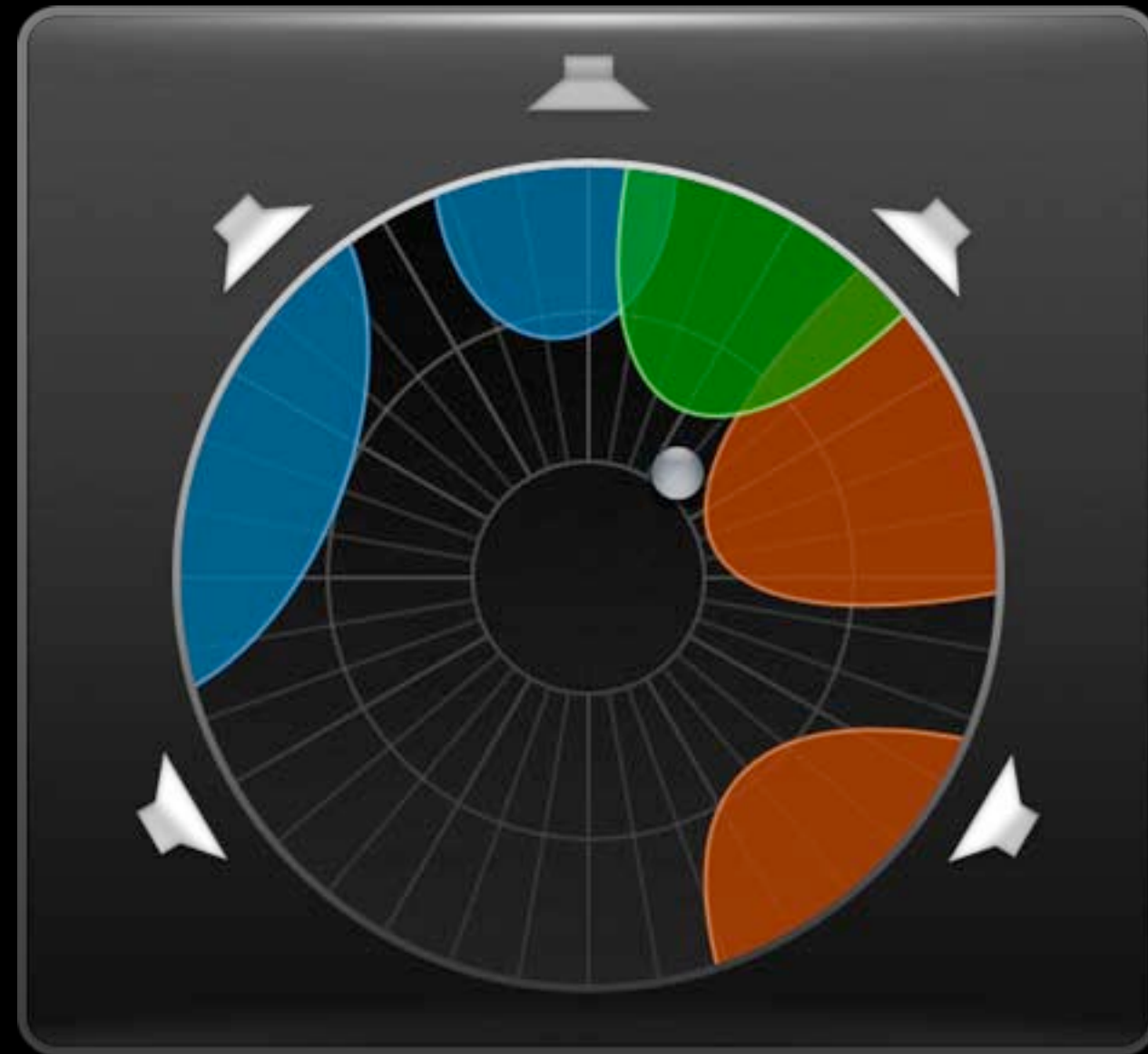
Advanced Take Management



- View all takes simultaneously
- Quickly comp a final take
- Automatic crossfades
- All takes stay with file for future use



Surround Mixing



- Single project for 5.1 and stereo
- Intuitive panner with automation
- Surround sound plug-ins
- Library of over 1000 music tracks and sound effects in 5.1



Conform



- Synchronize changes between picture and sound
- See differences highlighted in the graphical view
- Audition then accept, reject, or modify changes



Soundtrack Pro 2

Compressor 3

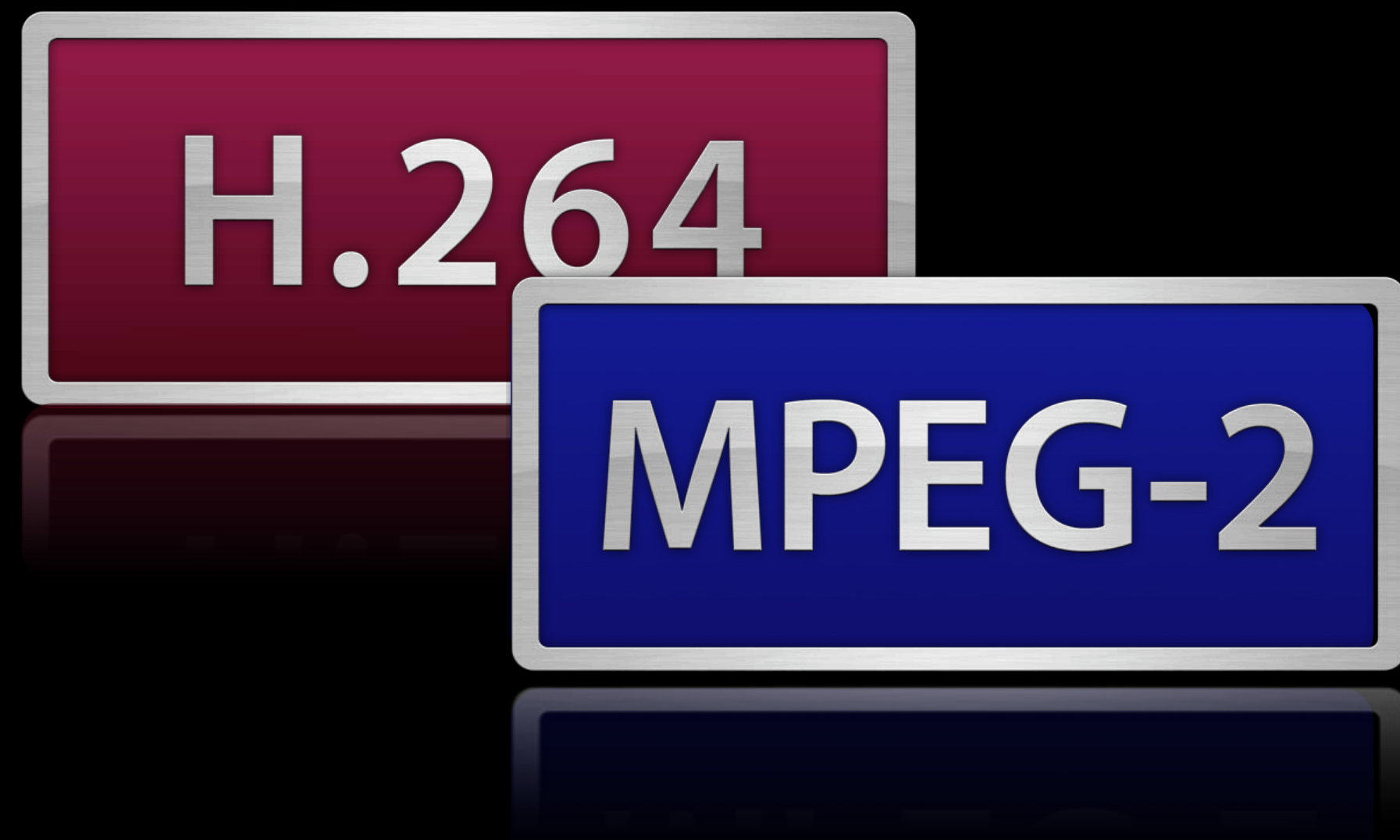
Industrial-Strength Encoding



- Powerful batch processing
- Flexible job chaining
- Simplified cluster setup



New Delivery Formats



- MPEG-2 broadcast program streams
- iPod and Apple TV H.264 presets
- Telestream Episode Pro plug-in for VC-1, WMV, FLV, GXF, and MXF



Dynamic Filters



- Animated Motion watermarks
- Timecode overlays
- Audio and video fade in/out



Render Farm in a Box



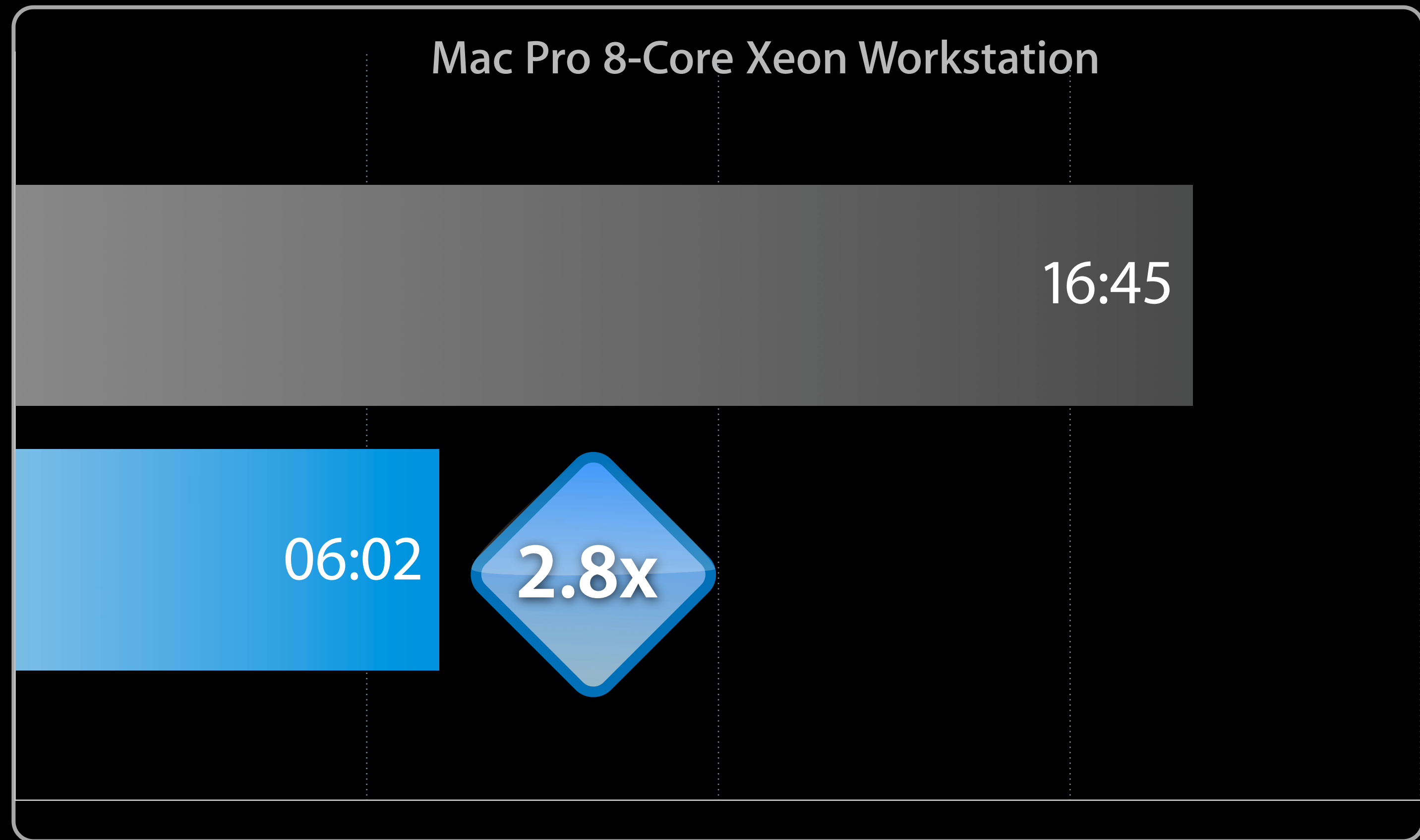
Compressor 2
HDV to iPod video

16:45

Compressor 3
HDV to iPod video

06:02

2.8x



Minutes

5

10

15

20

Testing conducted by Apple, April 2007.

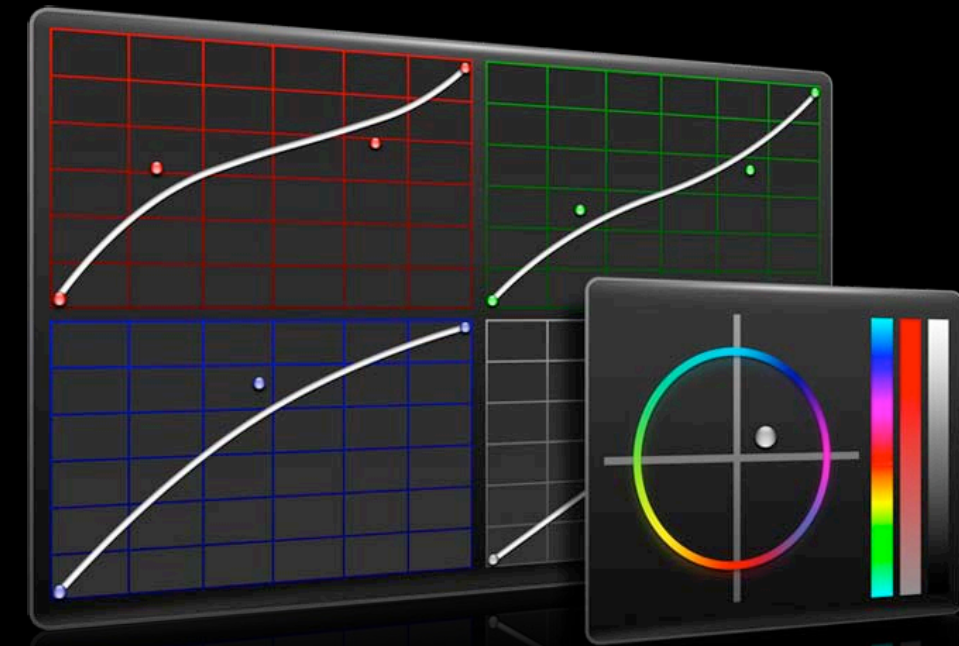


Compressor 3

Introducción

**Real-time professional color grading
for the Final Cut Pro editor**

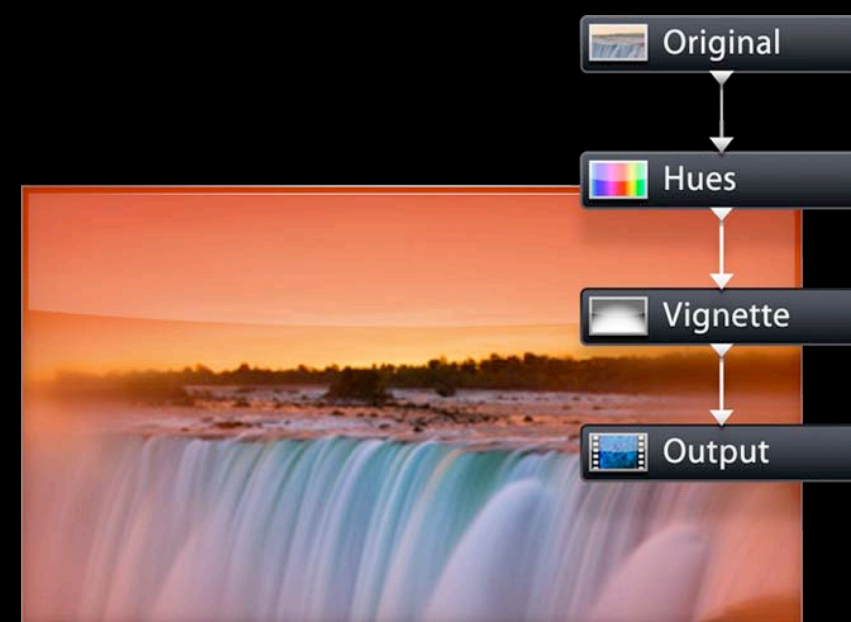
Logical Task-Based Workflow



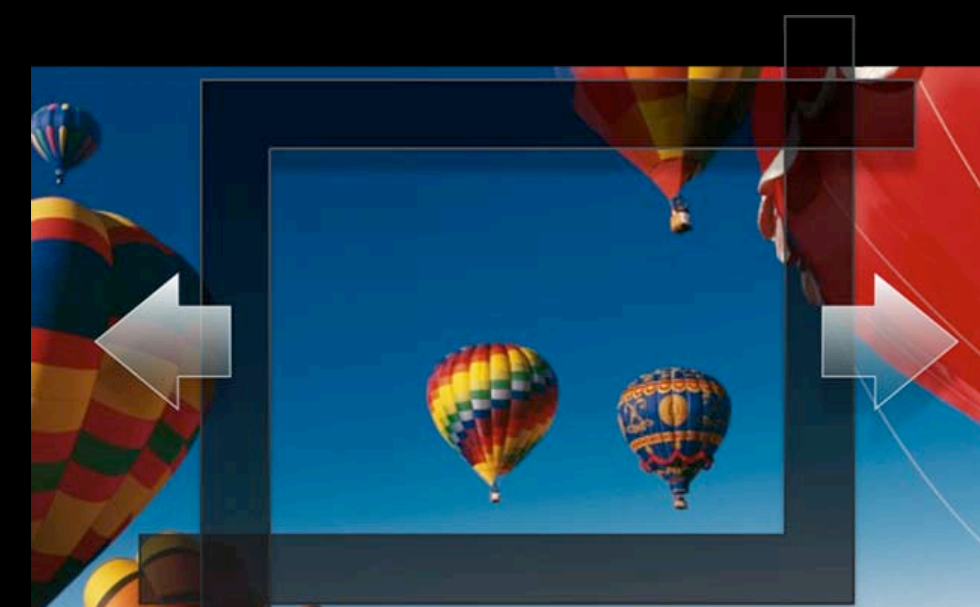
Primary



Secondary



Color FX



Geometry



SD, HD, and 2K grading

Primary correction tools

Custom curves

Professional scopes

Eight secondaries per grade

Create signature looks

Final Cut Pro integration





Color



Part of the all-new
Final Cut Studio 2





Final Cut Pro 6

Motion 3

Soundtrack Pro 2

Color

Compressor 3

DVD Studio Pro 4





Available today



ADONIA

Editing unleashed.

Final Cut Studio

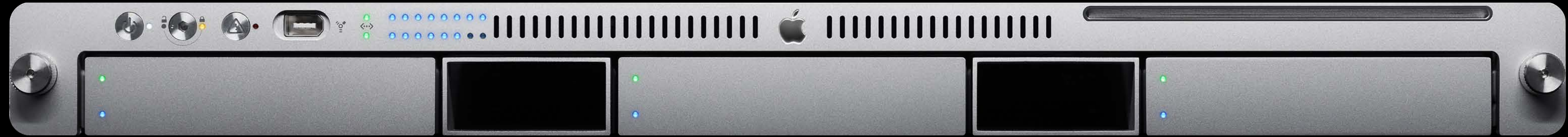
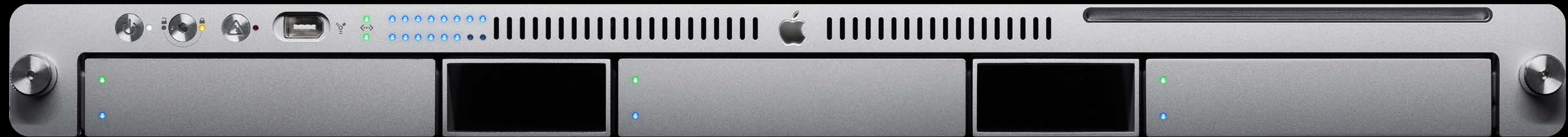
2

Final Cut Server

Media asset management.

Workflow automation.





Final Cut Server - admin@pacifica15.apple.com

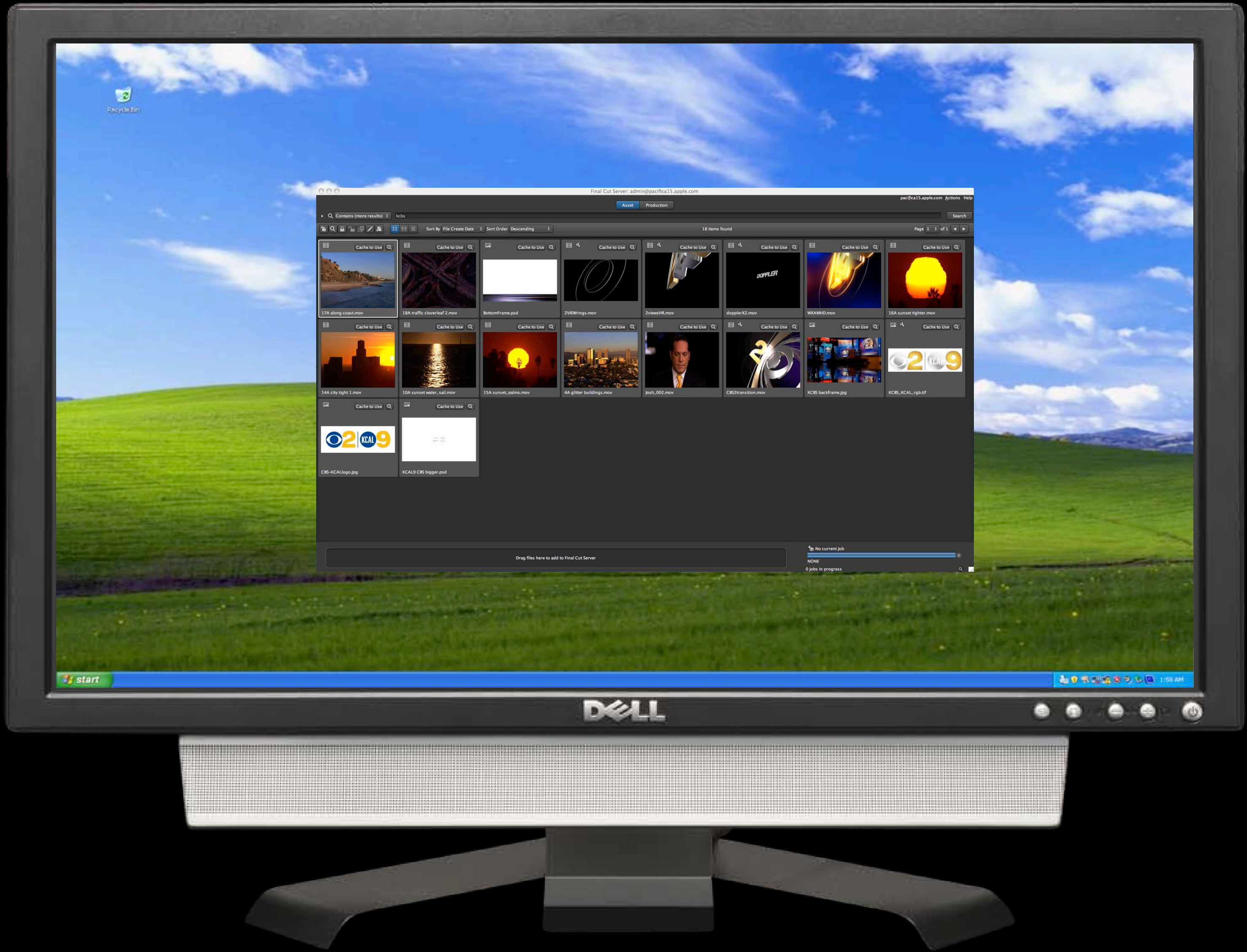
Asset Production par/cx15.apple.com Actions Help

Contains (most results) 18 items found Page 1 of 1

Cache to Use 17A along coast.mov	Cache to Use 18A traffic cloverleaf 2.mov	Cache to Use BottomFrame.psd	Cache to Use ZVIEWings.mov	Cache to Use ZviewsHR.mov	Cache to Use DopplerK2.mov	Cache to Use WXAMHD.mov	Cache to Use 16A sunset fighter.mov
Cache to Use 14A city night 1.mov	Cache to Use 10A sunset water, sail.mov	Cache to Use 15A sunset, palms.mov	Cache to Use 4A glitter buildings.mov	Cache to Use josh_002.mov	Cache to Use CBC2transition.mov	Cache to Use CBC3 backframe.jpg	Cache to Use KCAL9_KCAL9.tif
Cache to Use CBC-KCALlogo.jpg	Cache to Use KCAL9 CBS bigger.psd						

Drag files here to add to Final Cut Server

No current job
NONE
0 jobs in progress



Media Asset Management

Catalog over 100 file types

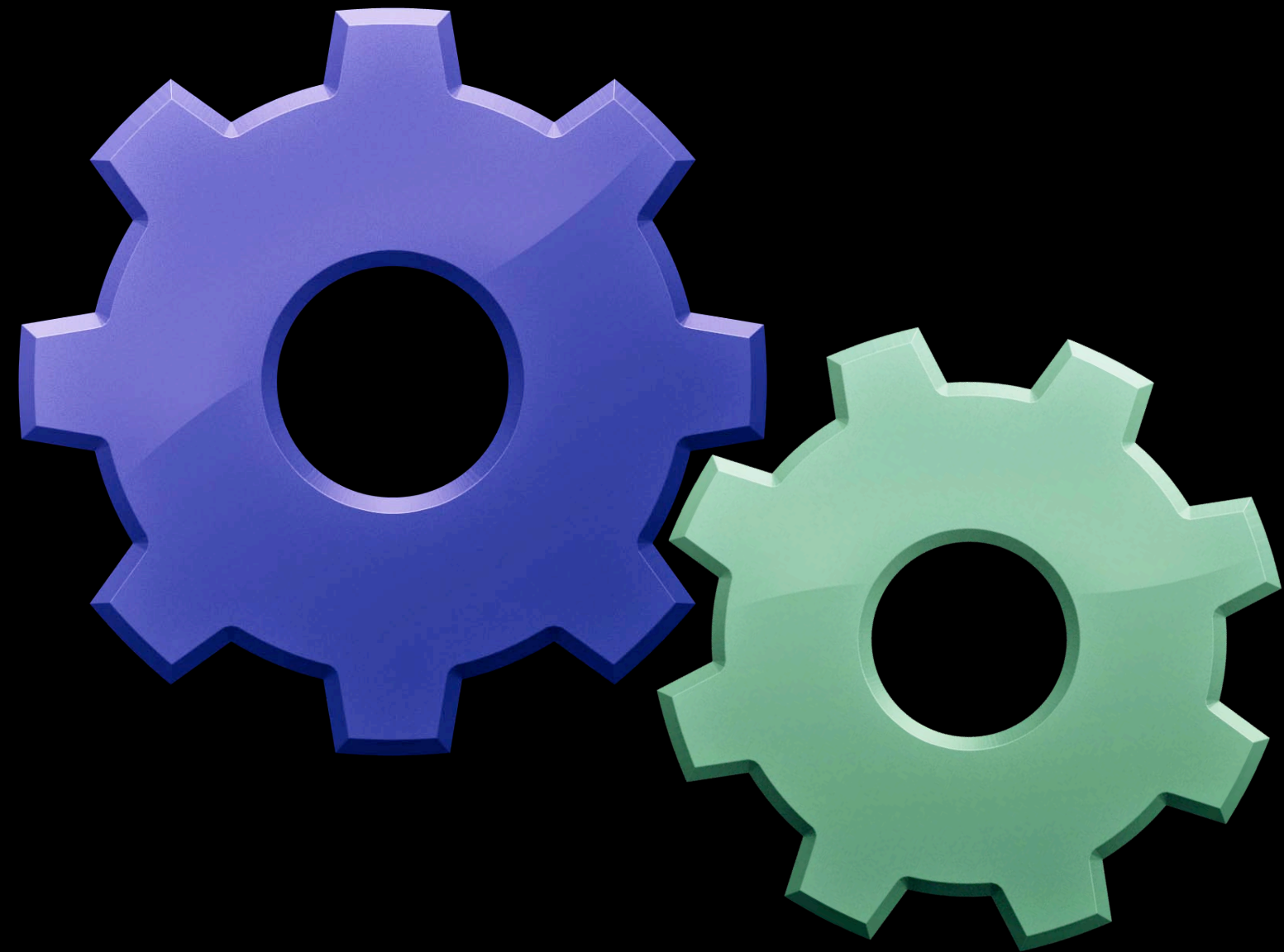
Automatic proxy generation

Simple keyword searching

Sophisticated access controls



Workflow Automation



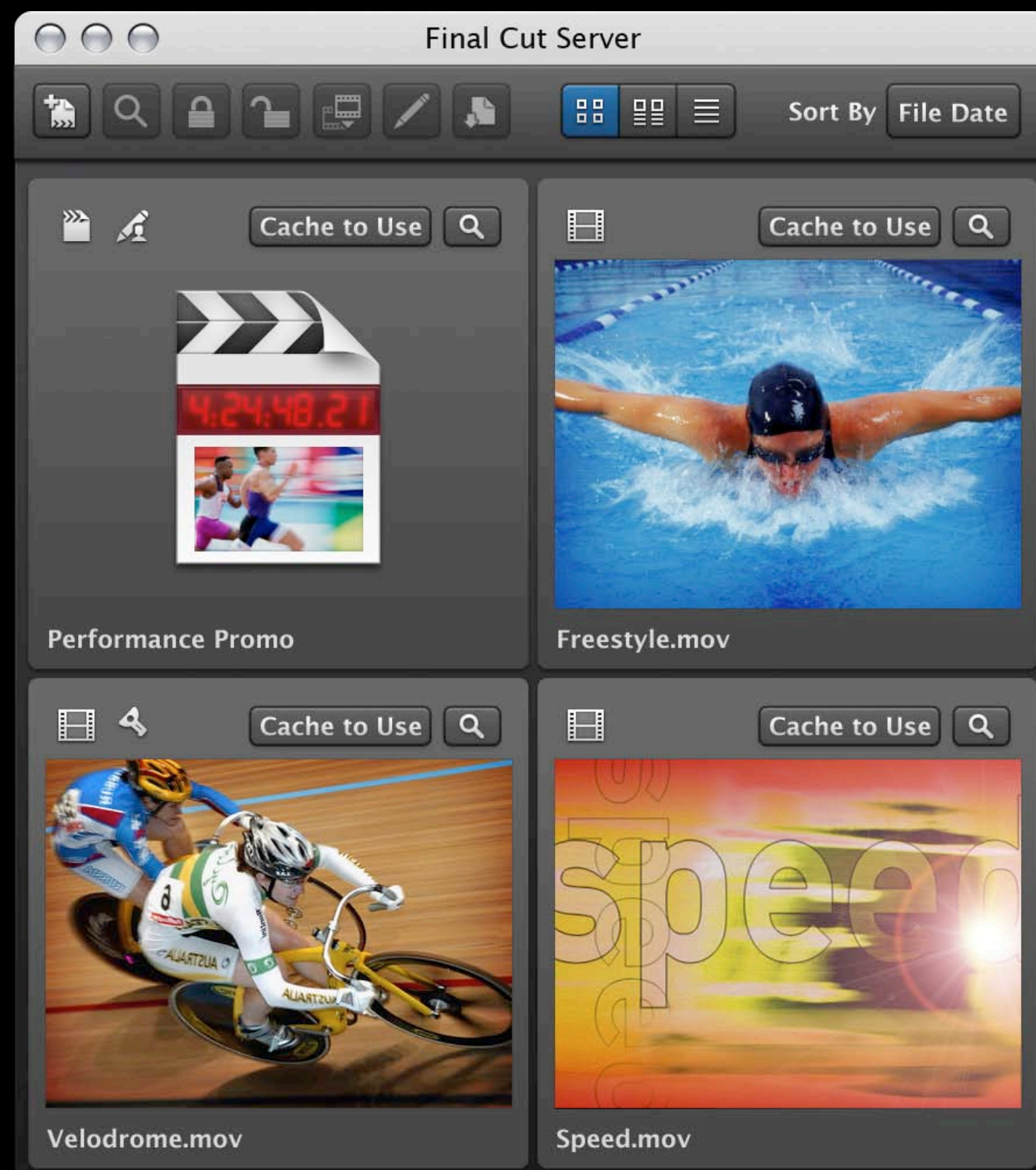
Customizable workflow templates

Watch-and-respond system

Review and approval tools

Automated encode and publish

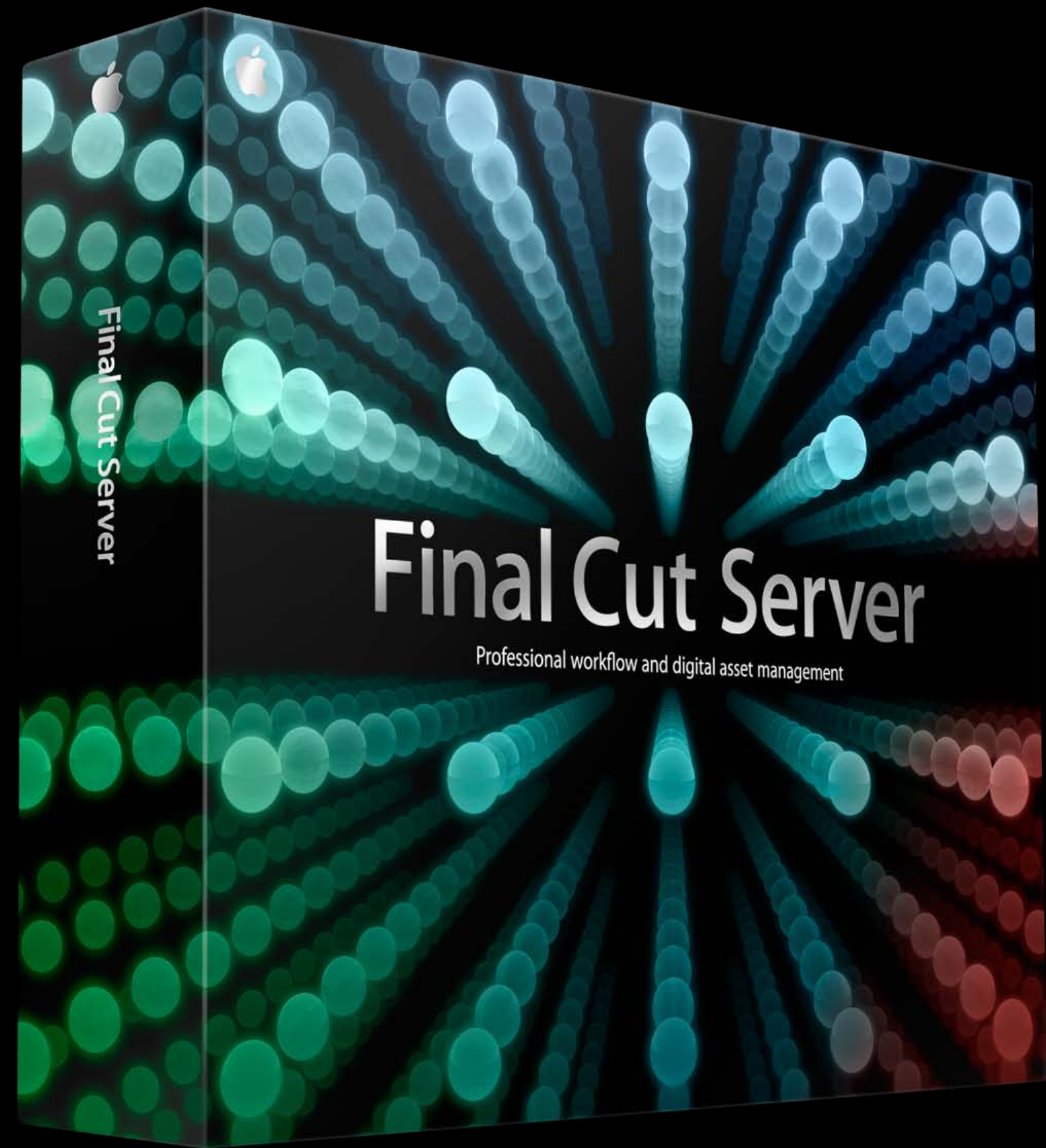
Final Cut Studio Integration



Time-saving shot selection tool

Proxy rough cut editing

Check out projects for offline editing



\$9999
Available this summer
UNLIMITED nonuser users



Final Cut Server

