



PRESS RELEASE
For Immediate Release

Intelligent Assistance announces “Assisted Editing”

“First Cuts” and “Finisher” advance the role of software in creative editing.

Burbank, CA (September 2, 2008) - Intelligent Assistance, Inc has released it's “First Cut” documentary editing software and “Finisher” for adding b-roll and titles automatically to a-roll (aka “radio) edits. These tools fit a new class of software for editors called “Assisted Editing” because they assist the editor by dramatically increasing productivity and reducing the time to finished results.

“it's time we offloaded some of the easier editing functions - such as a first cut for a documentary - to software,” says co-developer and CEO of Intelligent Assistance, Philip Hodgetts. “Avid drove down the cost of editing any given sequence, and Assisted Editing drops the barrier lower.”

First Cuts was announced at the NAB Final Cut Pro Supermeet as “The Assistant Editor” - to incredible acclaim, and some controversy. It takes editing log notes - similar to what would already be entered for long form documentary - and automates the process of creating first cuts with story arc, b-roll and lower third titles. Editors and producers will explore the stories that are available in the material and to juxtapose different versions while they seek inspiration and direction.

These fast first cuts can be used to explore story because many variations can be created in a few minutes.

Editors will use these first cuts for inspiration or as the basis of their own edit.

“Finisher” - previously unannounced - fits at the other end of the editing process, taking A-roll edits and adds lower third titles and B-roll in seconds. Finisher will use all log notes provided to it, but does not need log notes to perform its magic.

“The results Finisher creates from only minimal log notes, are amazing.” says co-developer and VP Technology at Intelligent Assistance, Dr Gregory Clarke. “As the products evolve they will take advantage of metadata from the camera to reduce the load on the editor.”

“Although these new tools are incredibly powerful, it should be noted that they are very much a version one product,” continues Hodgetts “Non-linear editing has progressed from Media Composer 1's 160x120 pixel, 16 grayscale images to the editing powerhouses of modern NLEs. Like the NLE, Assisted Editing frees the editor to be creative.”

Intelligent Assistance's First Cuts is available now for US\$295 (MSRP). Until September 17, it is available for US\$245. First Cuts includes all the functionality of Finisher. Finish is available now for US \$149 (MSRP). Until September 18, Finisher is available for US\$99. More information is available at <http://theassistanteditor.com/Products/>

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About Intelligent Assistance

Intelligent Assistance, Inc. is an innovator in technology and systems for editors dedicated to building tools to make working in digital media easier. For more information, please visit www.intelligentassistance.com or www.theassistanteditor.com, or contact Philip Hodgetts philip@intelligentassistance.com, office 818 206 2415 or cell 818 335 3916.

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