



PRESS RELEASE
For Immediate Release

Intelligent Assistance solves Final Cut Pro Media Management Problems

Matchback Magic makes Final Cut Pro media bulletproof through offline and double system workflows.

Burbank, CA (April 28, 2010) - Intelligent Assistance, Inc has released software - Matchback Magic - that adds vital matchback information to Final Cut Pro media files to make them very robust through many postproduction workflows.

“**Matchback Magic** makes it possible to conform to master quality files regardless of what happens during editorial”, says Intelligent Assistance’s CEO Philip Hodgetts. “With Matchback Magic it doesn’t matter if an editor or assistant renames clips or file names, or even if they lose reel name or Timecode reference. The conform to master media will still happen correctly.”

Matchback Magic adds metadata into the media file that is carried with the file, regardless of what happens inside Final Cut Pro or to the file. At the end of the editorial process, Matchback Magic extracts that information and provides either a fully conformed (to the original high quality media) Final Cut Pro Sequence, or an ALE file for conforming a Cinema Tools database, or even an Excel Spreadsheet for manual conforming.

“When working on a feature film last year, I realized that there was a need for the sort of metadata tracking within Final Cut Pro media, that other alternatives provide,” continues CEO Hodgetts, “so we built on Apple’s work with QuickTime metadata and achieved our goal of robust handling of important metadata, so that Final Cut Pro media never loses reference to its parent media.”

The Matchback Magic demonstration version, freely downloadable, includes the capability to protect media. Should postproduction proceed smoothly, there’s no need to ever buy the software, while the option is there if the worst case scenario should ever happen. Matchback Magic is faster and simpler than using Final Cut Pro’s Media Manager for these workflows.

Matchback Magic is now available now from the Intelligent Assistance store for US\$495 (MSRP at <http://assistedediting.com/MatchbackMagic/>). An introductory special reduces that to \$395 until May 31st, 2010.

NFR versions for review are available, contact Philip Hodgetts, details below.

About Intelligent Assistance

Intelligent Assistance, Inc. is an innovator in technology and systems for producers and editors dedicated to building tools that add intelligence to metadata to simplify and automate digital postproduction. For more information, please visit www.intelligentassistance.com or

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