



PRESS RELEASE
For Immediate Release

Intelligent Assistance releases new software metadata workflow tools

exceLogger links captured media files and Excel log notes; and miniME (Metadata Explorer) lets you explore and remap hidden metadata from/to Final Cut Pro.

Burbank, CA (August 4, 2009) - Intelligent Assistance, Inc has released two new pieces of software for smoothing the path to more extensive logging and to view and remap hidden metadata so it's visible in Final Cut Pro.

exceLogger merges Final Cut Pro XML with log notes made in Excel: use all the formatting and features of Excel while you log existing media. Add log notes to trimmed media, or create new subclips from within Excel. Merge the results in exceLogger and update the project with all the new information. Clips are created, updated and linked to media in Final Cut Pro.
<http://assistedediting.com/exceLogger/>

miniME (Metadata Explorer) reads the QuickTime metadata that Final Cut Pro has imported from non-tape sources, but isn't visible in Final Cut Pro itself. Export XML and open it in miniME to view the hidden metadata or export it to an Excel spreadsheet. Buy the software and you can remap the data back to visible fields in Final Cut Pro, merging data from multiple sources into the one field, if desired. <http://assistedediting.com/miniME/>

"Maybe the reason you haven't been logging is because Final Cut Pro's not a great logging tool?" says Intelligent Assistance President, Philip Hodgetts. "Our goal is to make logging easier so more media has metadata added, that can be used to ease the editing burden."

miniME and exceLogger are both available now from the Intelligent Assistance store for US\$69 (MSRP). Until August 31, they are available for US\$49 each. More information is available at <http://theassistanteditor.com/Products/>

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 to make working with metadata in digital media easier. For more information, please visit www.intelligentassistance.com or <http://www.assistedediting.com> or contact Philip Hodgetts philip@intelligentassistance.com, office 818 206 2415 or cell 818 335 3916.

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