



PRESS RELEASE
For Immediate Release

Intelligent Assistance releases Transcript Workflow Tool.

Newly release prEdit makes creating of “paper cuts” from transcripts a whole lot easier: paper cuts without the pain.

Burbank, CA (August 2, 2010) - Intelligent Assistance, Inc has launched prEdit, their pre-editing tool for developing paper cuts (a.k.a. radio cut) from transcripts. prEdit:

Let's producers or editors cut transcripts into selects in seconds

Add and update log notes with auto-complete logging fields

Previews the video for any clip, subclip, paper cut or section of paper cut

Exports to Excel spreadsheets and Final Cut Pro, or Premiere Pro Sequences

“prEdit marks a new generation of postproduction tools,” says Intelligent Assistance’s President Philip Hodgetts. “Video editing by text is a whole new way of working that will take weeks out of developing a paper cut.”

Reports can be further processed in Excel for formatting and additional detail, if required.

prEdit is available now from AssistedEditing.com and carries an MSRP of \$395 but the introductory special runs to August 31st, 2010 at \$295. The prEdit workflow is described at <http://assistedediting.com/prEdit/workflow.html> and a video overview is available at <http://assistedediting.com/prEdit>.

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 www.assistedediting.com or contact Philip Hodgetts philip@intelligentassistance.com, office 818 748 8839 or cell 818 335 3916.

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