



PRESS RELEASE

7toX App Translates Final Cut Pro 7 Projects to Final Cut Pro X

Burbank, CA (Jan 31, 2012) - Intelligent Assistance, Inc. today announced the release of 7toX for Final Cut Pro, a lightweight application for translating Final Cut Pro 7 projects to Final Cut Pro X. The application is available from the Mac App Store™ for \$9.99 (US).

“7toX uses the robust XML in Final Cut Pro X to deliver the industry’s highest fidelity translation of projects from Final Cut Pro 7,” said Philip Hodgetts, CEO of Intelligent Assistance. “For just \$9.99, editors can quickly and easily move their legacy projects to the revolutionary new Final Cut Pro X.”

7toX for Final Cut Pro translates Final Cut Pro 7 Bins to Keyword Collections in Final Cut Pro X, and converts Sequences to Compound Clips that can be easily browsed and edited. In addition, all metadata and log notes from Final Cut Pro 7 are migrated to Final Cut Pro X.

As part of the conversion, all motion tab settings and keyframes are translated into equivalent parameters in Final Cut Pro X. Layers from Photoshop files are properly preserved, and more than 30 Transitions and 70 Filters are matched and applied – with detailed reporting in context in the Magnetic Timeline of Final Cut Pro X. 7toX also allows editors to migrate their Final Cut Pro 7 multicam projects to the latest version of Final Cut Pro X.

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.

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