Developer not worried about future versions of Final Cut Pro taking away their opportunities.

Prolific developer of Final Cut Pro workflow utilities isn't threatened by a possible "early 2011" release "No matter how great the next release, no company can do everything, so there will still be opportunities".

Burbank, CA (November 15, 2010) – Intelligent Assistance's CEO Philip Hodgetts says he's not concerned that a new version of Final Cut Pro is rumored to be coming in early 2011.

"With every release of Final Cut Pro, Apple incorporate features that had previously been provided by third party vendors, like ourselves," says Hodgetts, who continues "That's a fact of life and the way to deal with it is to innovate, which is what we keep doing. With the release this week of "Is Clip Used?" we've released 9 utility applications that enhance Final Cut Pro that will likely be incorporated in future versions of Final Cut Pro, but we also have three innovative workflow tools that no NLE company is likely to match in the near future."

The latest addition to the Final Cut Pro utilities family is "*Is Clip Used?*", a simple utility to update Clip information with details about which Sequence (or Sequences) that the Clip is used in. *Is Clip Used?* adds a menu bar item so that the Used status can be updated without leaving Final Cut Pro. More information on *Is Clip Used?* can be found at
http://assistedediting.intelligentassistance.com/IsClipUsed/

The idea for *Is Clip Used?* came right from the Los Angeles Final Cut Pro User Group FCP Feature Requests forum where it was a regularly requested feature. "While users have ideas to improve Final Cut Pro workflow, there will be opportunities for third party developers", says Hodgetts. "All the ideas for utilities have come from users."

As well as utilities Intelligent Assistance have their innovative workflow applications for automating editing processes: First Cuts, Finisher, Matchback Magic and prEdit create new, more effective workflows that are unlikely to be matched by any NLE company in the foreseeable future.

Is Clip Used? is now available now from the Intelligent Assistance store for US$29.

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 818 748 8839 or cell 818 335 3916.

Intelligent Assistance, Inc 519 S. Victory Blvd, Burbank CA 91502
phone: 818 748 8839
info@intelligentassistance.com www.intelligentassistance.com