



Apple Introduces Final Cut Server

Complete Asset Management & Workflow Automation for Final Cut Studio 2

Apple today introduced Final Cut Server, a powerful new server application that works seamlessly with Final Cut Studio 2 to provide media asset management and workflow automation for post production and broadcast professionals. A scalable server application that supports workgroups of any size, Final Cut Server includes a cross-platform client that enables content browsing, review and approval from within a studio or over the Internet. Final Cut Server automatically catalogues large collections of assets and enables searching across multiple volumes via an intuitive user interface. Final Cut Server is designed to manage the flow of work, as assets and projects move from producer to editor to artist through the entire production process. "Final Cut Server's powerful media asset management capabilities simplify managing the thousands of assets that make up a typical edit," said Rob Schoeben, Apple's vice president of Applications Product Marketing. "And Final Cut Server's sophisticated workflow automation tools ensure projects flow smoothly through an organisation, enabling everyone to be more productive." "Apple has done it again—they've taken media asset management, simplified it and made it affordable, and most importantly, it works right out of the box," said Jeffrey Birch, vice president, Engineering, CBS Television Stations. Final Cut Server automatically catalogues content, generating thumbnails and low resolution clip proxies in the process. Broad search capabilities extend from simple keywords to complex combinations of IPTC, XMP and XML metadata. Final Cut Server can configure a range of highly specific access controls that define user permissions on an asset or project basis. Final Cut Server includes customisable templates that manage the flow of work typically found in broadcast, post and education environments. Sophisticated watch-and-respond systems can be configured to track the progress of assets, alert editors as projects move through the production pipeline and automatically notify producers by email when a project is ready for evaluation. In addition, location-independent review and approval tools enable clients to view, annotate and approve content from anywhere. Final Cut Server includes a time-saving shot selection and editing tool that supports drag and drop integration with Final Cut Pro 6 projects. An offline/online workflow enables editors to work with HD proxies in the field on a MacBook Pro. Final Cut Server integrates directly with Compressor 3 for delivery and provides pristine format conversions for publishing to broadcast television, web, iPod, Apple TV, DVD and mobile phones. Pricing & Availability Final Cut Server is expected to be available this winter through the Apple Store (www.apple.com.au) and Apple Authorised Resellers for a recommended retail price of A\$1,299 inc GST for one server and 10 concurrent client licenses, and RRP A\$2,699 inc GST for one server and unlimited client licenses. Full system requirements and more information on Final Cut Server can be found at www.apple.com.au/finalcutservers. Apple ignited the personal computer revolution in the 1970s with the Apple II and reinvented the personal computer in the 1980s with the Macintosh. Today, Apple continues to lead the industry in innovation with its award-winning computers, OS X operating system and iLife and professional applications. Apple is also spearheading the digital media revolution with its iPod portable music and video players and iTunes online store, and will enter the mobile phone market this year with its revolutionary iPhone.

Contacts

John Marx
+61 2 9641 8399
mailto: jmarx@asia.apple.com