



PRESS RELEASE
For Immediate Release

New release of prEdit - paper cuts without the pain - works with any industry standard transcript, as well as Adobe Speech Analysis and JSON transcripts.

Burbank, CA (May18, 2011) - Intelligent Assistance, Inc has updated their pre-editing tool for developing paper cuts (a.k.a. radio cut) from transcripts to support all standard Timecode-stamped Transcript formats, regardless of document or file format. It also supports the highly accurate JSON transcript format from 3Play Media and Media Silo.

prEdit uses the transcript text to edit the video in the background: Edit video with text. Video editing by text is a whole new way of working that will take weeks out of developing a paper cut. As well as working with any transcript prEdit 1.5:

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

- Add and update log notes with auto-complete logging fields

- Uses notes already added in Final Cut Pro or Premiere Pro

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

- Supports the addition of Narration, which is immediately converted to temp audio

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

“After releasing prEdit we got a lot of feedback that the Adobe-based workflow was “too complex” for producers,” says Intelligent Assistance’s President Philip Hodgetts. “So we worked with 3Play Media, Media Silo and other transcript providers to open prEdit to any industry standard transcript that includes Timecode stamps.”

prEdit 1.5 continues to support transcripts that have been generated by speech analysis in Premiere Pro CS5 or 5.5, but for new projects we strongly recommend the JSON transcript format from 3play Media: it has the accuracy of the Adobe workflow but is as simple to use as a regular text transcript.

“prEdit leverages the value of our time-synchronized transcription services making video editing drastically more efficient,” says Josh Miller, Cofounder 3Play Media.

prEdit produces Sequence outputs for Final Cut Pro and Premiere Pro CS5 or later; a spreadsheet output so reports can be further processed in Excel for formatting and additional detail; full time-stamped script of the entire story; and a separate script for all narration segments to facilitate easy recording.

prEdit is available now from AssistedEditing.com and carries an MSRP of \$395.

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.

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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.