

**NEW ADOBE CREATIVE SUITE® 4 RELEASE  
FEATURED IN LARRY JORDAN'S  
POWERUP WITH FINAL CUT STUDIO Seminars**

**Software Leader's Highly Anticipated New Product  
to be Highlighted in Globally-acclaimed Final Cut seminars**

**FOR IMMEDIATE RELEASE**

Agoura Hills, CA (September 25, 2008) – Larry Jordan & Associates, Inc. today announced Creative Suite® 4, Adobe Systems Inc.'s newly released version of its multimedia design bundle, will be a featured element of Larry Jordan's *PowerUP with Final Cut Studio* seminar tour across the United States and Canada.

Creative Suite® 4 features new versions of Photoshop, After Effects, Premier Pro, Flash, Flash Player, Adobe Media Encoder, Device Central, and Soundbooth. Text to speech transcription in both Premier Pro and Soundbooth, the ability to find specific phrases inside audio or video clips, new Flash compression capabilities, and new video capture and monitoring tools are among the many updates.

"Adobe software is already a part of every Final Cut Studio workflow," said Larry Jordan, president of Larry Jordan & Associates, Inc. "I'm delighted to be among the first to showcase many of these new features in our current PowerUP seminar tour. These tools can totally speed up our editing workflow."

Adobe was recently named the platinum-level sponsor for the PowerUP Tour, which runs September 8-November 8, 2008. The three sessions Jordan is presenting are: "Succeeding in the New World of Tapeless & HD Video," "Integrating Adobe Products into a Final Cut Workflow," and "Discover the Hidden Power in Final Cut Studio." Scheduled locations include: Boston, Charlotte, Chicago, Dallas, Los Angeles, Miami, Minneapolis, New York, Sacramento, San Diego, San Francisco, Toronto, Vancouver, and Washington D.C.

The *PowerUP with Final Cut Studio* seminar series is targeted to both new and experienced Final Cut Studio editors interested in enhancing their skills. In every seminar, Jordan designates ample time for answering challenging technical questions to provide detailed, personalized solutions. Sessions include take-home workbooks, valuable editing tools, sponsor-provided giveaways, and an automatic entry into the *PowerUP* raffle to win a new Macbook Pro at the end of the tour.

Jordan also acknowledges the support of the Tour's gold sponsors Blackmagic Design, Media Distributors and The Rental Station, and silver sponsors SmartSound Software, Inc., and Automatic Duck.

For more information about the PowerUp with Final Cut Studio North American seminar tour, including dates, times and registration, visit [www.larryjordan.biz/seminar](http://www.larryjordan.biz/seminar). Special student

pricing and group discounts are available upon request.

Adobe software is an indispensable part of a film and video professional's toolkit. Adobe Creative Suite® 4 Production Premium software can enhance workflows by expanding creative options with forward-looking solutions not available in other tools—from producing Blu-ray Discs and delivering work for the web to streamlining the process of gathering client input.

**About Larry Jordan & Associates, Inc.**

Larry Jordan & Associates, Inc. provides high-quality, engaging training and information through a variety of media worldwide. We cover video production and post-production for practicing professionals and students, with an emphasis on Apple's *Final Cut Studio*.

The company was founded by Larry Jordan, an internationally-renowned consultant and Apple-Certified trainer in digital media with over 25 years experience as a television producer, director and editor with national broadcast and corporate credits. He's a member of both the *Directors Guild of America* and the *Producers Guild of America*.

Larry Jordan is executive producer and host of two talk radio shows including the weekly industry-leading digital media podcast *Creative Planet's Digital Production BuZZ*; and *Video Production Radio*, a monthly audio podcast syndicated by wsRadio.

Please visit us at [www.larryjordan.biz](http://www.larryjordan.biz) and [www.digitalproductionbuZZ.com](http://www.digitalproductionbuZZ.com).

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