

**SONICFIRE PRO 5 FEATURED IN  
LARRY JORDAN'S 2008 NORTH AMERICAN  
POWERUP WITH FINAL CUT STUDIO SEMINAR TOUR**

**Industry-leader SmartSound Software, Inc.'s newly released product  
to be highlighted in globally-acclaimed Final Cut Seminars**

**FOR IMMEDIATE RELEASE**

Agoura Hills, CA (September 2, 2008) – SmartSound Software, Inc., the leading provider of music and scoring technology for film and video professionals, announced today the release of Sonicfire Pro 5, which accesses the largest selection of fully-customizable library music available. Larry Jordan, president of Larry Jordan & Associates, Inc. has authored four Sonicfire Pro 5 tutorials, which will be highlighted during the *PowerUP with Final Cut Studio* seminar tour in 14 cities across the U.S. and Canada.

SmartSound was recently named a silver-level sponsor for the 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.

"We're delighted SmartSound chose to sponsor our seminars. SmartSound offers a very flexible, high-quality music library specifically targeted to video editors," said Jordan. "Plus, we are delighted to be premiering the latest version of the software – Sonicfire Pro 5. The new features in this software make it a must-have addition to any editors music library."

With new music timing controls and searching features, Sonicfire Pro 5 will be sold in two editions: The Express Track Edition, giving access to the improved music search function and basic customization options such as length, arrangement, and overall instrument mix; and, the Scoring Edition, which includes access to the Timeline editing tools, such as the new advanced timing controls and precise control over the instrument mix throughout the score.

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 platinum sponsor Adobe Systems Incorporated, gold sponsors Blackmagic Design, Media Distributors and The Rental Station, and silver sponsor 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.

**About SmartSound Software, Inc.**

SmartSound Software, Inc. is the world-leading developer and marketer of the SmartSound family of music and scoring technology for visual content creators. The company has been at the forefront of technological innovations in the industry, such as the Sensor Searching™ and Mood Mapping® features in SmartSound® Sonicfire® Pro. SmartSound technology is available for Windows XP and Macintosh OSX 10.4 or higher, including PowerPCs and Intel Macs. SmartSound products include: the Sonicfire® Pro and Quicktracks® for Adobe Premiere® Pro and the Strata™, Backstage, Film Score, Producer, Edge, Audio Palette, Sound Palette, and Movie Music collections of royalty-free music and sound effects. The company is headquartered in Northridge, CA, and can be reached by phone at 818-920-9122, by fax at 818-920-9152 or on the Web at [www.smartsound.com](http://www.smartsound.com).

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

Larry Jordan & Associates, Inc. provides high-quality, engaging training and information We covering video production and post-production for practicing professionals and students through a variety of media worldwide.

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*.

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

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

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