

**NEW POWERUP TUTORIAL VIDEOS
AVAILABLE TO EDITORS AND FILMMAKERS
LOOKING TO MAKE THE MOST OF TECHNOLOGY**

**Final Cut Studio and Digital Media Guru Larry Jordan
Offers 6-10 Minute Technique-specific QuickTime Sessions for Immediate Download**

FOR IMMEDIATE RELEASE

Agoura Hills, CA (November 17, 2008) – Internationally-renowned editor, director and Apple-certified trainer Larry Jordan has created a series of short, focused PowerUP Tutorial videos covering a wide range of subjects related to video and film editing.

Based upon Jordan's globally recognized Final Cut Studio seminars, the PowerUP Tutorials were designed to meet the needs of editors and filmmakers who want to easily upgrade their skills or stay current with industry trends through instantly downloadable video sessions.

"My goal with these is not to replicate work that can be found elsewhere, but to provide timely information on key aspects of working with Final Cut Studio," said Jordan. "I selected topics based upon the response they got at my seminars, or because of the volume of email I get on these issues, or because there is an interesting piece of technology you need to know about."

Each tutorial is a QuickTime movie that runs between 6-10 minutes, showcasing specific techniques, which can be utilized to solve a particular problem. Topics currently available for download include New Technology, Organizing and Trouble-shooting, Editing, Effects, and Output. "Ten Tips for Faster Editing" is being offered as a **free** trial download. New tutorials are added every week – twelve tutorials are available immediately.

As an Apple-Certified Trainer in Digital Media, specializing in Final Cut Studio, Jordan combines his extensive production experience with his teaching skills to bring a wide-ranging, real-world perspective to his tutorials. He was one of the first four Apple-Certified trainers in the U.S. to receive credentials as an "Advanced level" Final Cut Pro instructor. In addition to authoring three books on Final Cut Pro, published by Peachpit Press, Jordan has produced hundreds of hours of on-line training for Lynda.com on all the applications in Final Cut Studio.

Larry Jordan's PowerUP Tutorials are \$4.99 each and available for instant download at <http://www.larryjordan.biz/tutorials>.

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 the author of three books, as well as the 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 and www.digitalproductionbuZZ.com.

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