

Press release

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Contact: Neil Smith
Title: Chief Technologist, RPMpost
Tel: +1 323-850-2468
E-mail: neil@rpmpost.com

Apple® COLOR 101 Training Seminars

Specifically designed for Final Cut Pro editors wanting to learn how to use Apple COLOR, RPMpost has designed a series of training seminars tailored to the needs of users upgrading to Final Cut Studio 2. The COLOR 101 Training series consists of three seminars that take students through the interface, rooms and toolsets and provide techniques that enable FCP 6 users to quickly get the most out of this powerful and sophisticated grading application.

Los Angeles, CA — June 25, 2007 — RPMpost, a West Hollywood based post-production and screening facility, announce the 'COLOR 101 Training' Seminar series designed to meet the needs of editors upgrading to Apple's Final Cut Studio 2. Apple's COLOR is a professional level color correction application that has many powerful and sophisticated features. RPMpost have been using COLOR and its predecessor, Final Touch, for three years and have a wealth of practical experience to share with editors and colorists trying to master this exciting new Apple pro-app.

'COLOR 101 Training' consists of three seminars. Each seminar runs two hours and costs \$99 each. LAFCPUG members attending all three seminars on the same day are entitled to a substantial discount if they sign up for all three classes (secret password required). See www.rpmpost.com for credit card booking form and schedule.

COLOR 101 Seminar A – Introduction and Overview: This seminar introduces students to the interface and rooms in COLOR. COLOR is a non-standard Apple application and has a unique approach to layout and workflow. Understanding how to navigate the rooms and correctly set-up projects before commencing grading is critical to successful color correction. This session explains the use of the scopes, references images and the FPC/COLOR roundtrip workflow.

COLOR 101 Seminar B – Primary Color Grading: This seminar takes students into primary grading room and explains how to use the scopes and RGB curves to achieve a balanced and color corrected look to clips. Basic and Advanced tabs are covered as well as the Primary Out room.

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COLOR 101 Seminar C - Secondary Color Grading: This seminar continues the journey into the secondary grading room and explains how to achieve more controlled and advanced color corrections. Use of HSL selection, Vignettes and Mattes to produced advanced color looks and leveraging the Color FX Room are also covered.

All seminars take place in the Fairbanks's Theater, a professional grading and color correction suite. The theater is equipped with a Barco 2k DLP projector and 20 foot Digital Intermediate screen. Students will have the opportunity to interact with the senior colorist and observe closely how he works with COLOR and the digital media in a real-world grading environment. The two senior colorists at RPMpost, Aaron Peak and Yasu Tsuji have graded many feature films, shorts, TV commercials and music videos. The seminars draw on their depth of knowledge and experience in working with FCP and COLOR (formerly Final Touch) and take a very practical and down-to-earth approach to working with this sophisticated and complex application.

By the end of the three 'COLOR 101 Training' seminars, students will have a thorough grasp of the tools and workflow required to get the most out of COLOR and how to integrate Final Cut Pro and COLOR successfully into an efficient color grading workflow.

About RPMpost

Located on the old Warner's Lot in West Hollywood, California, RPMpost and its parent company, Hollywood-DI, provide screening and digital intermediate services for studios and independent filmmakers worldwide. The facility's centerpiece is the versatile Fairbanks Theater, a 33-seat screening room that offers a Barco 2k DLP projector and a 35mm Simplex projector in a precision-calibrated environment. Offering a full RGB 4:4:4 workflow plus a complete range of 2K and HD editing and color correction tools, RPMpost provides the ultimate in "creative freedom." RPMpost specializes in training and color consulting services for Apple's new COLOR application included in the Final Cut Studio 2 suite.

Visit www.rpmpost.com for more information.

About Apple's Final Cut Studio 2

Final Cut Studio 2 helps take you beyond mere editing. Discover the intuitive power of new creative tools designed expressly for Final Cut Pro editors. Rapidly move through editing to motion graphics, audio editing and mixing, color grading, and delivery — all as a natural extension of the work you already do.

Final Cut Studio 2 puts a powerful new version of Final Cut Pro at the center of an integrated post-production workflow. Final Cut Pro 6, Motion 3, Soundtrack Pro 2, Compressor 3, DVD Studio Pro 4, and Color — a brand-new application for professional color grading — are all included in Final Cut Studio for \$1299. Visit www.apple.com for more information.

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