

## Workflow Enabling Technologies Showcased at AlphaDogs Post Editors' Lounge

*The framework behind the creative process and the foundation of modern post production were explored with product demonstrations by Facilis Technologies, CatDV Asset Management, StorageDNA, and more.*

Burbank, CA, July 13, 2011 --([PR.com](#))-- Burbank based AlphaDogs Post Production Editors' Lounge drew a large crowd during their June event that explored the framework behind the creative process and the foundation of modern post production by showcasing the best-of-breed post production workflow-enabling technologies.

VP of Product Marketing, Jim McKenna demonstrated TerraBlock Version 5 and the Facilis Shared File System for cross-platform collaboration with Avid, Final Cut Pro, Premiere, and a list of other supported applications. McKenna comments, "AlphaDogs is a great site for us, because they use different software packages and diverse workflows that can change with every project. TerraBlock allows the Color suite to access DPX 4:4:4 files while the Avids are working on the same project in a Unity-style sharing workflow. It's really the best of direct attached storage and collaborative network storage all rolled into one, and no facility makes that fact as evident as AlphaDogs."

Facilis SVP and General Manager, Shane Rodbourn discussed how the TerraBlock plays a critical part in the overall integrated workflow. "The Editors' Lounge is a perfect venue for us," comments Rodbourn. "We were given the opportunity to demonstrate the collaborative capabilities of our shared storage solution working seamlessly with our third-party technology partners in front of the creative end-user community."

Founder of Intelligent Assistance, Philip Hodgetts presented the metadata underpinnings of Final Cut Pro X's media and clip management functions and how to use Keyword and Smart Collections to manage clip media. "When AlphaDogs invited me to present on Final Cut Pro X, I was mildly concerned as it is the professional editors who attend this event that have the most to lose with the current version of Final Cut Pro X. Instead, I found an attentive and interested audience who were looking for understanding and detail." Hodgetts continues; "The metadata underpinnings for Final Cut Pro X represent a leap in the ease of finding media in a media browser. Smart Collections are unparalleled on any platform."

Workflow demonstrations were also given by CatDV Asset Management and StorageDNA archive, backup and migration solutions.

The next Editors' Lounge will be held on Friday, July 29 at 6:15pm. To learn more please visit <http://www.editorslounge.com>

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