

LUGNUTS

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Next Meeting Information:

- October 15th, 2005 11am—3pm.
- Will be held at building 2 on Avid's campus in Tewksbury. See website for driving directions.
- Marketing and Business discussion. We will discuss the marketing aspects of small business videography and what can be done to help each other.
- On-site "Shoot and Edit." We will shoot, edit, and distribute two videos designed for Digital Juice and 12 Inch Design. The videos are intended to be sent to these companies as "thank you" gifts for supporting our user group with products.

PATRICK MCLEAN ADDRESSES USER GROUP IN TEWKSBURY

After the acquisition of Pinnacle by Avid, the New England user group was blessed with the use of Avid's facilities in Tewksbury, MA to continue presenting monthly meetings.

This month's meeting brought several new members, but also brought Avid's Market Manager for Post Production, Patrick McLean. For those of you not in the know, Patrick has played a very important role in the development of the Liquid software since the acquisition of FAST Multimedia by Pinnacle in October 2001. Patrick was previously the Product Manager for the brand at Pinnacle.

Patrick addressed many important questions members had been seeking since the buyout was announced in March of this year. The most important of these was centered on naming.

"Pinnacle will continue to operate as an entity owned by



New England User group with Patrick McLean at Avid HQ

Avid, but concentrating solely on Studio and the consumer market of products", said McLean.

"Liquid will be brought into the Avid family of branding and essentially renamed, 'Avid Liquid'", said McLean.

In this user groups' opinion, the move to the Avid name-sake is very much embraced and accepted and we are looking forward to the further support and embracing of the Liquid product line.

Specific Q&A can be found on page 3.

DAVE STONE PRESENTS MULTICAMERA EDITING SEMINAR AT SEPTEMBER MEETING

Recently Dave Stone, and Tim Benoit took the time to utilize 3 cameras for a multi-cam shoot of ALUG's member, Sean Gaines' garage band.

The focus for the material was in presenting the methods

used for utilizing the multi-camera feature of Liquid software.

Dave gave a very in depth presentation that described the many positive pieces of the application, as well as any

unexpected pitfalls to watch for.

Dave is making the project and footage available to ALUG-NE members for free from the group's website.

LIQUID IMMERSION 2005—UPDATE

A yearly meeting for Liquid users used to be held in Las Vegas every year at NAB, however, this was cut from the show last year by Pinnacle and deemed an unnecessary expense.

In response, some ambitious user groups have taken the time to create a national Liquid "convention."

Liquid Immersion 2005 is designed to be a meeting of creative folks who will "immerse" themselves into the creative process that is Liquid editing.

The meeting will kick off in Laguna Hills, CA on November 9th and will end on November 13th.

The meeting cost if paid by October 1st is only \$100.00. If paid after the 1st, the cost will be \$150.00.

The event is being sponsored by Avid, Serious Magic, Digital Juice and Smartsound.

Planned over the 4 day event are topics that include, Camera Use, Color Correction, Business & Marketing, and FX Editor techniques. Also in-

cluded will be product demonstrations.

For more info, Contact Andy Browne of the Carolinas User group.

andy@brownweb.com

USER GROUP TO GET NEW WEBSITE

With the name change from "Pinnacle Liquid" to "Avid Liquid", we have decided to change our name and in the process, will be creating a bona fide website.

Joe Figura and Dave Stone will take the lead on this project and keep the membership informed as we progress.

In the future, we would like to see our website have a great deal of information including new user information, group information, royalty free content, and new user tutorials.

In addition, we also intend to make sure to continuously thank and promote the manufacturers who so far have

supported us.

INDUSTRY NEWS

For you users of Photoshop Elements, version 4 has been released.

Avid announced shipment of its Pinnacle Studio version 10.

Need a new camera? Panasonic is offering a \$500.00 rebate on its AG-DVX100A cameras for a limited time.

Speaking of cameras, Canon has announced it's new HDV offering, the XL-H1. Expected to be available in December.

Sony and Corel are joining forces in the consumer market. They intend to marry their video and grfx applications to provide more value.

For you Creative Cow addicts who also happen to own an

iPod, or use iTunes, the Cow has begun Podcasting as of September 23rd and will become a weekly affair.

Lastly, Joe Figura has arranged thru "Planet Liquid" to make available discounted software and hardware products thru the soon to be opened website. "Essentially, the products will be sold at cost to user group members", said Figura.

"It is not unreasonable to think that some parts of the Avid interface will appear in future releases of Liquid"

Patrick McLean

Q&A WITH PATRICK MCLEAN

Will Liquid remain under "Pinnacle" or gain the Avid moniker? -

Patrick: Liquid will become part of the Avid family

Do you anticipate support for Panasonic's DVC Pro HD?

Patrick: We generally do not comment on possible features, planned or not. This is a great format, and Liquid's architecture is open to multiple codecs, so if demand was high enough, it would not be too hard to add.

Will there be a 24P end to end solution for Liquid?

Patrick: We generally do not comment on possible features, planned or not.

Will Liquid continue to use the same Pro Box into the next version or will there be a new Pro box that supports HD out via RGB?

Patrick: We will continue use of the same box. If

you need to monitor output to a professional HD monitor, then this can be done thru the use of the Chrome HD hardware. Otherwise, Liquid can utilize full screen output on the computer monitor for HD resolution output.

Will Liquid continue to be a professional level product and keep its identity (difficult to define as that may be!) or are you planning to distance it from the Avid line by rolling it into the Studio line in the long run?

Patrick: As mentioned earlier, Liquid will become an Avid product.

Liquid Chrome and Liquid Edition are mentioned in your letter, but what about Liquid Blue. Will that product line be continuing?

Patrick: Liquid Blue will continue to be sold to existing customers, but the focus on future feature development in the Liquid product line will be

more focused on the general purpose NLE rather than broadcast specific workflows.

Will you continue Liquid and if so, will its price (including upgrade price which was \$199 for the last major upgrade) be increased to compete with Avid Xpress Pro ?

Patrick: We anticipate no change in the pricing models for the Liquid products.

Will the Liquid UI give way to a more standard "Avid" interface?

Patrick: It is not unreasonable to expect that yes, some features of Avid's other products will find its' way into the Liquid application and vice versa. The idea is to integrate and leverage our engineering resources so both applications get the best of both worlds.

"It is not unreasonable to expect that yes, some features of Avid's other products will find its' way into the Liquid application and vice versa"