



AVID TORONTO EDITORS' EVENT PRESS RELEASE

The Art of Post in Hollywood

TORONTO, ON – February 21, 2013 –The Avid Toronto Editors (ATE) is proud to announce our keynote speaker: Hollywood Picture Editor Daniel Rezende will be appearing at our next event.

Moderated by ATE and Art of the Guillotine's Gordon Burkell, they will be discussing his career, past projects and his role as lead editor of the new Robocop feature film. His filmography includes: City of God, The Tree of Life, Elite Squad: The Enemy Within, 360, The Motorcycle Diaries and Blindness. Prior to the keynote speaker, we will be hosting three presentations from our sponsors Avid, Blackmagic Design, and Pivotal Post.

Proceeding our guest speakers, the ATE will be hosting a draw for an assortment of prizes including signed Blu-ray copies of Daniel Rezende's films, Grand Prizes, plus Avid and Art of the Guillotine SWAG.



*** The grand prizes include Avid Media Composer 6.5 and Blackmagic Design's DaVinci Resolve 9 (Combined total value of over \$3,500 USD). ***

To attend the event, guests must purchase a ticket online through Eventbrite.ca. See link below. Tickets are limited and are \$10 per admittance. Get yours before they sell out!



www.avidtorontoeditors.eventbrite.ca



Please bring a printed copy of your online ticket to the evening for proof of purchase.

Schedule of Events – Thursday February 21, 2013

- 06:30 – 07:00 | Sign-in, Food, Refreshments & Networking
- 07:00 – 07:10 | Avid Presentation
- 07:10 – 07:25 | Blackmagic Design Presentation
- 07:25 – 07:40 | Pivotal Post - Feature Film Post Production
Workflow in Avid -- Robocop
- 07:45 – 09:30 | Keynote Speaker, Hollywood Editor Daniel Rezende
- 09:30 – 10:00 | Prize Draw & Networking

Venue Location:



DELUXE POSTPRODUCTION
424 Adelaide Street East
Toronto, Ontario M5A 1N4
www.bydeluxe.com

Presentation Sponsors:

Sponsors include: Avid, Deluxe Post Production, MIJO, Blackmagic Design, Pivotal Post, The Art of The Guillotin, Dynamix, Sheridan College, Directors Guild of Canada and Women in Film and Television.

WOMEN IN FILM AND TELEVISION GROUP

About Blackmagic Design

Blackmagic Design creates the world's highest quality video editing products, digital film cameras, color correctors, video converters, video monitoring, routers, live production switchers, disk recorders, waveform monitors and film restoration software for the feature film, post production and television broadcast industries. Blackmagic Design's DeckLink capture cards launched a revolution in quality and affordability, while the company's Emmy™ award winning DaVinci color correction products have dominated the television and film industry since 1984. Blackmagic Design continues ground breaking innovations including stereoscopic 3D and 4K workflows. Founded by world leading post production editors and engineers, Blackmagic Design has offices in the USA, United Kingdom, Japan, Singapore, and Australia. For more information, please check www.blackmagicdesign.com.

About DaVinci Resolve

Blackmagic Design's DaVinci Resolve is the world's highest performance color correction solution for Mac OS X, Windows and Linux computers. DaVinci Resolve supports more real time color correction than any other system because it's not limited by the performance of the computer it's running on. DaVinci Resolve eliminates this performance barrier because it's based on a cluster of high performance GPU cards, so all processing is always real time. DaVinci Resolve has the power of a true real time performance solution so handles complex color grades even when using dozens of primaries, secondaries, Power Windows™, multi point tracking, blurs, and more. DaVinci Resolve provides incredible performance in a low cost solution which can be easily upgrade by adding extra GPU's for supercomputer power to handle 4K resolutions, stereoscopic 3D and real time grading direct from raw camera files such as Blackmagic Cinema Camera, ARRI raw, RED r3d and Sony F65, F55 and F5 files which can be handled with ease. DaVinci Resolve 9 for Mac, Windows and Linux is now available for download from the Blackmagic Design website free of charge for all existing full feature DaVinci Resolve customers. DaVinci Resolve Lite is available for both Mac OS X and Windows and is free to all users.

About Pivotal Post

With offices in London, New York, Toronto and headquarters in Los Angeles, Pivotal Post handles editorial rentals and logistics for the industry's biggest films and TV shows. The systems they provide are custom designed and built for A-list directors, producers and editors. There is a level of professionalism and mission critical reliability that Pivotal Post is known for worldwide. With a commitment of 24/7 service and support for editorial paired with a close relationship with Avid, they can stay ahead of the technology curve and assist with workflow issues and worldwide equipment movement and logistics. Some of the past clients include: Sherlock Holmes, Ninja Assassin, Transformers 1, 2, and 3, Fast and Furious, Hellboy II: The Golden Army, "V", Mentalist, The A-Team, Alice in Wonderland, Paul, Rango, Reel Steel, TRON Legacy, Snow White and The Huntsman and Zero Dark Thirty. Current projects include: The Lone Ranger, Thor2, Carrie, Robocop, and many others. For more information, please check www.pivotalpost.com.

About Avid

Avid creates the digital audio and video technology that creative professionals use to make the most listened to, most watched and most loved media in the world – from the most prestigious and award-winning feature films, music recordings, and television shows, to live concert tours and news broadcasts. Some of Avid's most influential and pioneering solutions include Media Composer®, Pro Tools®, Interplay®, ISIS®, VENUE, Sibelius®, and System 5. Our innovative digital audio and video solutions continue to revolutionize the art of creative storytelling, and have earned us hundreds of awards, including two Oscar® statuettes, a Grammy®, and 14 Emmys®.

Avid's artists and experts make the difference.

Like our customers, we are artists and industry experts. Storytellers. Musicians. Composers. Filmmakers. Students. Videographers. Producers. Sound mixers. DJs. More than 50% of our employees have professional backgrounds in audio and video, and more than 70% use Avid products outside of the workplace. We draw on this knowledge to advance the development of digital audio and video technology in a way that helps our customers achieve their creative vision – however they define it. Get to know us. Our customers. Our employees. We're Avid. For more information, please visit www.avid.com.

With the announcement of this event, the Avid Toronto Editors has continued its efforts to build, educate and nurture the local film editing community in Toronto. To learn more about Avid Toronto Editors and this event, please contact:

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Avid Users' Group Liaison:
Meghan Ross
Field Marketing Specialist | Pro Video USA and Canada, Avid Technology
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We look forward to seeing you there!

USERS' GROUP