

Adobe and Avid Sponsor 5th Annual Editors Retreat in Miami Beach

By Zazil Media Group - Kathleen Langlois

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Future Media Concepts announces returning technology sponsors; presents exclusive gift bag jam-packed with over \$5000 worth of software products, licenses and training

Future Media Concepts (FMC), the premier authorized digital media training organization for postproduction, broadcast, and content creators, announces Adobe® and Avid® as the main technology sponsors of the 5th annual Editors Retreat held in Miami Beach, Florida from January 13-16th 2010. As returning sponsors, Adobe and Avid show continuous commitment to the postproduction community. Their contributions and participation greatly enhance the Retreat's advanced workshops, discussions on emerging trends, cutting-edge technology application and workflow techniques. Avid editor Christopher Nelson, Emmy®-nominated editor of the hit series "LOST" and "Mad Men," will deliver this year's keynote speech.

"This is Adobe's 4th consecutive year sponsoring the Editors Retreat. Our involvement with high-impact events such as the Editors Retreat provides an important opportunity to engage with the creative community," says Giles Baker, group product manager editing workflows, Adobe. "This Retreat gives us an opportunity to meet industry leaders and use their feedback to enhance the overall Adobe product experience for our customers."

Angus Mackay, marketing manager for professional segment, Avid, says, "We recognize the Editors Retreat as an invaluable opportunity for Avid's creative professionals to engage directly with today's digital content visionaries. The exchange of ideas that occurs during these sessions helps ensure our integrated audio and video solutions continue to align with customers' needs. In an ever-changing media production landscape, Avid seeks out these events to be a resource to the postproduction community, knowing the high caliber of attendees and presenters, and the depth of knowledge and industry insight that will be shared."

In addition to Adobe and Avid, Automatic Duck, CGM, Digieffects, Freeplay Music, NAB and Noise Industries are sponsoring the Editors Retreat, providing attendees with a phenomenal gift bag valuing over \$5000 dollars. A variety of award-winning plug-ins, software, licenses and training are incorporated into this substantial gift, including:

- Digieffects Megasuite (\$799)
- Automatic Duck Plug-in (\$495)
- CGM DVE Favorites (\$199)
- Adobe® Premiere® Pro CS4 (\$799)
- FMC Training Course (\$1,500)
- NAB Post Production Conference Pass (\$895)
- Free Play Music, Music License (\$100)
- Noise Industries' FxFactory® Pro (\$399)

“We are excited to have Adobe and Avid back on board as our main sponsors. Because of their continuous generosity, we can guarantee attendees a truly unique experience,” says Ben Kozuch, co-founder and President, Future Media Concepts. “They walk away with fresh skills and newfound confidence; compliments of the amazing trainers, speakers and keynotes that come out to the Editors Retreat year after year. I’d like to thank both Adobe and Avid, as well as our other sponsors for helping us establish such a great industry reputation. We look forward to seeing everyone in Miami in January.”

Please visit www.editorsretreat.com/sponsorship for more information on sponsoring the Editors Retreat or contact Joel Bell at + 1 212 233 3500.

Editors Retreat 2010 Details

The Editors Retreat is produced in association with the National Association of Broadcasters (NAB). It will take place at the Deauville Beach Resort Hotel, located at 6701 Collins Avenue in the exotic Miami Beach, Florida. To view footage from the 2008 Editors Retreat or for more information about the Editors Retreat 2010, including schedules and speakers, please visit: www.editorsretreat.com.

Pricing and Registration

Registration is still open and a minimum of 5-years extensive professional experience is required to apply. Attendance is limited and pricing varies per package, but until December 1st, 2009, the promoters of Editors Retreat 2010 will continue to offer \$500.00 off the total cost by giving attendees the option to prepare a Peer Presentation on a technical topic they have done commercially. Limited to 75 minutes, sessions can utilize any platform. Past examples include:

- Producing from the Editor's Chair: The Hurricane Katrina Project by Stig Daniels (Avid)
- Cutting the Independent Film by Abba Shapiro (Final Cut Pro)
- Documentary Work and Workflow by Steve Audette (Avid)

About Adobe

Adobe revolutionizes how the world engages with ideas and information. Their award-winning software and technologies have set the standard for communication and collaboration for more than 25 years, bringing vital and engaging experiences to people across media and to every screen in their lives, at work and at play.

The impact of Adobe software is evident almost everywhere you look. Whether people are collaborating at work, transacting online, or socializing with friends, businesses use Adobe software and technologies to turn digital interactions into richer, high-value experiences that reach across computing platforms and devices to engage people anywhere, anytime. With a reputation for excellence and a portfolio of many of the most respected and recognizable software brands, Adobe is one of the world’s largest and most diversified software companies.

About Avid

Avid creates the digital audio and video technology used 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, television shows, live concert tours and news broadcasts, to music and movies made at home. Some of Avid’s most influential and pioneering solutions include Media Composer, Pro Tools®, Avid Unity™, Interplay®, Oxygen 8, Sibelius® and Pinnacle Studio™. For more information about Avid solutions and services, visit www.avid.com, del.icio.us, Flickr, Twitter and YouTube; connect with Avid on

Facebook; or subscribe to Avid Industry Buzz.

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About Future Media Concepts

In 1994, Jeff Rothberg and Ben Kozuch launched Future Media Concepts as the world's first Avid Authorized Training Center. Over the years, FMC expanded its curriculum to become the nation's premier digital media training organization, representing the leading software manufacturers, including Adobe, Apple, Autodesk, Avid, Boris FX, Digidesign® - a part of Avid, NewTek® and Softimage®. In addition, FMC is a leading producer of educational-rich conferences and expositions for the production and postproduction industries including the NAB Post|Production World Conference in Vegas.

FMC has established state-of-the-art training centers in New York, Boston, Philadelphia, Washington DC, Orlando, Chicago and Dubai, with onsite training worldwide and online courses available to users anywhere. For more information regarding classes and upcoming events please visit www.FMCtraining.com.

Category	Event, Technology, Entertainment
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