
Subject: Apple at NAB

Posted by [excelav](#) on Mon, 16 Apr 2007 12:52:33 GMT

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<http://www.apple.com/finalcutstudio/>

Final Cut Server \$999.00

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<http://www.macworld.com/weblogs/editors/2007/04/fcoverview/index.php?lsrc=mwrss>

Subject: Re: Apple at NAB

Posted by [excelav](#) on Mon, 16 Apr 2007 13:28:29 GMT

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<http://www.apple.com/finalcutstudio/action/?movie=nab>

"James McCloskey" <excelsm@hotmail.com> wrote:

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Subject: Re: Apple at NAB

Posted by [Chris Ludwig](#) on Mon, 16 Apr 2007 13:52:09 GMT

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Hi James,

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Chris Ludwig
ADK
chrisl@adkproaudio.com <mailto:chrisl@adkproaudio.com>
www.adkproaudio.com <http://www.adkproaudio.com/>
(859) 635-5762

Subject: Re: Apple at NAB
Posted by [excelav](#) on Mon, 16 Apr 2007 14:21:27 GMT
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Chris Ludwig <chrisl@adkproaudio.com> wrote:
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The new version of SoundTrack looks great. I can't wait to see what they do with Logic! Maybe there waiting until AES or Summer NAMM???

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Subject: Re: Apple at NAB

Posted by [Chris Ludwig](#) on Mon, 16 Apr 2007 15:47:15 GMT

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Hi James,

I gotta a feeling it will be the end of the year at the earliest for Logic. I think they are having rewrite the program from the ground up like Steinberg had to with Cubase SX. Plus I would hope that they take their time and do it right and not rush it out. If they get it in line with GUI concepts of final cut and sound tracks then that will be great. :) Accept for the Avid part it all sound good. I wouldn't wish Avid on my worst enemy. Some of the worst written and especially worst supported software/hardware ever made.

I like that hardware compatibility thing on the final cut page. Sense we sell most everything on it. Wish Premiere worked with half of that audio gear correctly on the PC side. Adobe uses a bizarre combination of both ASIO and MME/WDM for the audio driver which only seems to work reliably with a sound blaster of all things. Not sure why they don't just go completely ASIO or complete WDM. Thats one of the big pluses with Vegas in that it works with all the pro audio gear like Final Cut.

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Chris Ludwig

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www.adkproaudio.com
chrisl@adkproaudio.com

Subject: Re: Apple at NAB
Posted by [rick](#) on Mon, 16 Apr 2007 19:08:22 GMT
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i can't see it coming out until leopard hits the streets; any earlier would seem pointless.

On Mon, 16 Apr 2007 11:47:15 -0400, Chris Ludwig
<chrisl@adkproaudio.com> wrote:

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Subject: Re: Apple at NAB
Posted by [excelav](#) on Mon, 16 Apr 2007 23:18:15 GMT
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It looks like Adobe is about to get some other competition on another front.

Microsoft, Adobe Competition Heats Up

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Subject: Re: Apple at NAB
Posted by [TCB](#) on Mon, 16 Apr 2007 23:44:24 GMT
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I don't know if this article is really all that accurate. Would anybody be stupid enough to try to compete with Photoshop? I mean, there aren't a lot of applications that can be said to have launched, nurtured, and enhanced and entire market. That's what Photoshop is, Quark almost is, and even Apple hasn't seriously tried to enter either of those markets. They thought (correctly it turns out) they could take on Premiere with a better mousetrap and have a pretty good shot, and tried the same thing with Logic and it hasn't panned out nearly as well. But Photoshop? C'mon, that's just pissing in the wind.

TCB

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Subject: Re: Apple at NAB
Posted by [Dedric Terry](#) on Tue, 17 Apr 2007 00:18:57 GMT
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Taking on Photoshop, and Adobe in general seems futile to me as well. Adobe rules the graphics design market. Hard to improve on what their design apps do, other than new versions of the same thing.

I also would be hard pressed to consider anything outside of Dreamweaver and Flash for web development - integration with Illustrator, Photoshop, etc. is excellent.

As far as Premiere, imho, it's hard to beat Final Cut at this point. Adobe wavered there and gave up a jump on the NLE market before they really won a stake in it vs.

the Avid tradition.

I know film/video studios considering having Premiere on hand (now that it's returning Mac)

just for compatibility with Premiere editors, but FC rules the non-Avid market, and is making a big dent in the Avid market, or so it seems.

Dedric

"TCB" <nobody@ishere.com> wrote in message news:46240a58\$1@linux...

>

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> be stupid enough to try to compete with Photoshop? I mean, there aren't a
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Subject: Re: Apple at NAB
Posted by [Chris Ludwig](#) on Tue, 17 Apr 2007 00:38:54 GMT
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Hi James,

Now that is just plain silly. Apple might have a chance with their Aperture software but only because their name being already established in the desktop publishing market.

Chris

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