
Subject: Re: Wow, Apple and Avid Technology pull out of NAB.
Posted by [Dedric Terry](#) on Fri, 08 Feb 2008 03:47:14 GMT

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Trade shows seem to be losing too much ground to the net. Just quicker and cheaper to reach customers that way than setting up a booth for mainly other companies to walk by.

My guess anyway...

On 2/7/08 9:18 PM, in article 47abca08\$1@linux, "James McCloskey" <excelsm@hotmail.com> wrote:

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> http://www.appleinsider.com/articles/08/02/07/apple_pulls_out_of_2008_nab_conference.html
>
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Subject: Wow, Apple and Avid Technology pull out of NAB.
Posted by [excelav](#) on Fri, 08 Feb 2008 04:18:32 GMT

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http://www.appleinsider.com/articles/08/02/07/apple_pulls_out_of_2008_nab_conference.html

<http://translate.google.com/translate?u=http%3A%2F%2Fwww.setteb.it%2Fcontent%2Fview%2F3391&langpair=it%7Cen&hl=it&ie=UTF-8>

Subject: Re: Wow, Apple and Avid Technology pull out of NAB.
Posted by [Chris Ludwig](#) on Fri, 08 Feb 2008 04:57:25 GMT

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Hi Dedric,

Yes probably the case with Apple. I think Apple in general just don't need ot every do trade shows.

They already have MacWorld and with Apple stores and resellers you can pretty much find out or see anything you want so not much point.

For Avid it was probably the utter lack of a something worth while to show. Both Premiere, Final Cut and even Vegas are kicking their ass. They have upgrade and support policies that make Waves and Digi seem like Reaper in comparison.

Unlike Digi they do not have stable and compatible software hardware for any current PC or MAC sense like version 5.2.
Premiere and Final Cut are sooo far ahead of them at this point it's silly.

Chris

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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: Wow, Apple and Avid Technology pull out of NAB.
Posted by [Dedric Terry](#) on Fri, 08 Feb 2008 05:39:35 GMT
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Hi Chris,

I've heard speculation from video producers that Avid is putting more into their road show than trade shows, but there is also the minor issue of decreased earnings and bringing on a new CAO to forge a new direction for the company. I think they see the writing on the wall - they may be established, but they aren't gaining new ground - just maintaining, barely.

Yes, you are right, FCP is kicking their butts royally. Avid rooms are being bypassed for FCP on bigger and bigger projects here in the corporate and advertising markets.

Regards,
Dedric

On 2/7/08 9:57 PM, in article 47abe3f7\$1@linux, "Chris Ludwig" <chrisl@adkproaudio.com> wrote:

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Subject: Re: Wow, Apple and Avid Technology pull out of NAB.
Posted by [Neil](#) on Fri, 08 Feb 2008 06:20:12 GMT
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I'm gonna disagree... don't forget this is the NAB, not the AES or the NAMM show. I think it's: a.) Avid/Digi thinks they have the broadcast market locked-up, so why bother going to the show, especially when a lot of TV groups are now just sending engineers from each station or perhaps even just the VP of engineering for the entire group. IOW if they can't get the production guys in front of their stuff, why bother? The engineering types aren't going to be impressed with what it can do. And from Apple's point of view: b.) If Avid's not going, why should we worry about it? We'll just go after them on a cost basis (Final Cut Pro vs. various Avid permutations are about the ONLY instance where Apple can compete on a price-for-performance basis!)

Neil

Chris Ludwig <chrisl@adkproaudio.com> wrote:>Hi Dedic,
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>--
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Subject: Re: Wow, Apple and Avid Technology pull out of NAB.
Posted by [Dedric Terry](#) on Sat, 09 Feb 2008 06:44:59 GMT
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Anyone hear the rumor from more than one independant source that Apple might be (or may have already) selling it's Pro Apps division (Thompson/Grass Valley being the rumored buyer).

Again, just a net rumor, so it might have been started by Sasquatch, or those guys that mess with Sasquatch on the beef jerky commercials.

Subject: Re: Wow, Apple and Avid Technology pull out of NAB.
Posted by [Jamie K](#) on Sat, 09 Feb 2008 08:06:02 GMT

I haven't heard that one, Detric. What's the source on that?

I'd be surprise if it were true. Apple sells a lot of their priciest hardware based on having production-ready software available. It makes the Mac a viable platform for the media production market, a market where people spend for speed. Jobs is also into that market from other angles, with Pixar and as a distributor of content via iTunes. It all fits together.

But if it were true, it would be interesting if the new company would port the Pro Apps to Linux...

Cheers,
-Jamie
www.JamieKruz.com

James McCloskey wrote:

> Damn, I hope not. Anything can happen. Apple sure seem to be cutting back
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Subject: Re: Wow, Apple and Avid Technology pull out of NAB.

Posted by [excelav](#) on Sat, 09 Feb 2008 08:53:38 GMT

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Damn, I hope not. Anything can happen. Apple sure seem to be cutting back on things like FW, maybe this is a sign.

Detric Terry <dterry@keyofd.net> wrote:

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>

Subject: Re: Wow, Apple and Avid Technology pull out of NAB.

Posted by [Dedric Terry](#) on Sat, 09 Feb 2008 16:18:45 GMT

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Here's the original source from this week:

http://providecoalition.com/index.php/fcapria/story/apple_a_vid_and_nab/

and another from the same author, though earlier last year:

<http://www.capria.tv/2007/09/21/apple-looking-to-sell-proapps-division-probably-not/>

It may just be fueled, or even originated simply on Apple's (then rumored, now confirmed) pull out from NAB (which likely means nothing in and of itself).

I could see it from a pure business standpoint in that Apple's mainstay really is products like the iPod, iTunes, iPhone, etc. The pro market is a boost in reputation, but likely doesn't compare to iTunes sales. However, as you noted, Apple is about selling a package, and to split a pro package doesn't make sense on its' own. Rumors are what they are - rumors. ;-)

Dedric

On 2/9/08 1:06 AM, in article 47ad6238@linux, "Jamie K"

<Meta@Dimensional.com> wrote:

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Subject: Re: Wow, Apple and Avid Technology pull out of NAB.
Posted by [TCB](#) on Sat, 09 Feb 2008 16:41:10 GMT
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Haven't heard that rumor, but I'm out of the loop these days. That said, it makes some business sense. Apple has long since hitched its business wagon to consumer products, the high end stuff might be taking up a lot of time/effort for marginal returns. Who knows? Just be sure to buy a new iPhone ASAP.

TCB

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Subject: Re: Wow, Apple and Avid Technology pull out of NAB.
Posted by [excelav](#) on Sat, 09 Feb 2008 21:08:51 GMT
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Many times there is some truth to the rumors. I see through the anti Mac bias in this article of minimizing Apples importance to NAB, and the kool-Aid comment and the employees are getting ready to abandon ship stuff, also a bit of a bash of FCP, which makes me suspicious. There are people that still want to belittle Apple as being a toy company with their mickey mouse computers, not a serious computer company. At the same time this article could be true.

I don't know why Apple would do this, it's not like they need the money, but if they are losing money, I guess they would sell. So will they sell off QuickTime also? Unfortunately many times these rumors end up being true. Apple has been making moves that are geared towards consumer products.

Apple did stop development on Claris Works (Apple Works). Apple did spin off FileMaker Pro, Apple also damaged iMovie by dumbing it down, so anything is possible. I guess it's time to buy the latest versions of FCP and Logic before the prices go way up.

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Subject: Re: Wow, Apple and Avid Technology pull out of NAB.
Posted by [rick](#) on Sun, 10 Feb 2008 00:19:58 GMT
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first, i'm not bashing apple as they are not doing what any large
company does (or did) when buying another company...do what you can
minimally to maximize profits then sell.

On 10 Feb 2008 07:08:51 +1000, "James McCloskey"
<excelsm@hotmail.com> wrote:

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>bias in this article of minimizing Apples importance to NAB, and the kool-Aid
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Subject: Re: Wow, Apple and Avid Technology pull out of NAB.
Posted by [Detric Terry](#) on Sun, 10 Feb 2008 02:39:19 GMT
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True - there was a bit of bashing to the article which doesn't help credibility. The only credibility it might have is that it's a video editor blog (I believe), but even that is suspect.

From a purely business standpoint, I can see it making sense - Apple really doesn't need FCP, Logic or the pro market to thrive, and may just see a way to streamline and do what they do even better, esp. if they are being chased by Thompson to buy it, rather than seeking to unload it. FCP is hardly a marginal success (more like a massive success) but that's how we would see it - to consumers it's pretty much an unknown (just as are Avid, Cubase, Quantel, ProTools, the idea of audio/video editing in general, etc).

When it comes to long term profitability most every company has to look at the larger consumer and hobby market as the pro market (as in audio/video production, not corp/business in general) is just way too small to make a ripple in the ocean of consumer and business sales. That's not a knock of the consumer products in the least - Apple has an impressive and highly successful line, and I'm not saying Mac Pros are "consumer" systems since they cover the bases from consumer to high end easily, where FCP just isn't a consumer app by any stretch, even FCLE is more than an average consumer

needs.

Actually if Thompson/Grass Valley were to buy the division, I would kind of fear for Logic's future (not FCP's though), but that's one speculation built on top of a wild rumor, which is a bit like bull riding on a glacier. ;-))
Fun to speculate, but hardly meaningful unless someone signs on the dotted line and Apple prints it on the website's front page.

Regards,
Dedric

On 2/9/08 2:08 PM, in article 47ae0853\$1@linux, "James McCloskey"
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Subject: Re: Wow, Apple and Avid Technology pull out of NAB.

Posted by [excelav](#) on Mon, 11 Feb 2008 10:43:02 GMT

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I just read that Apple has a big press conference at the end of the month. They may be headed in a different direction. Apple has dropped FW from products. They dropped Computer from their name, which people thought they wanted to be thought of as a consumer products company. Fasten your seat belts, I have a feeling it's about to get bumpy.

Maybe all the time it took them to get Logic 8 out, took a toll on them. Once again, the big companies can sell a lot more stuff to the masses than they can to a few pro and semi pro musicians / video guys.

Dedric Terry <dterry@keyofd.net> wrote:

>Hi Chris,

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>I've heard speculation from video producers that Avid is putting more into
>their road show than trade shows, but there is also the minor issue of
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Subject: Re: Wow, Apple and Avid Technology pull out of NAB.

Posted by [Aaron Allen](#) on Mon, 11 Feb 2008 13:26:20 GMT

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FW... as in firewire?

AA

"James McCloskey" <excelsm@hotmail.com> wrote in message
news:47b018a6\$1@linux...

>

> I just read that Apple has a big press conference at the end of the month.

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Posted by [Jamie K](#) on Mon, 11 Feb 2008 17:03:07 GMT
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Back when I was writing for MacWEEK, Apple dropped out of NAMM one year. Which is to say they didn't have a booth. But they did have reps wandering around the show, and there were Macs in other booths. It didn't amount to them leaving the pro audio market.

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Not putting FW on the Macbook Air is a more curious choice, but that may be more about market positioning, (serving the needs of a very specific market), while not stealing sales from the more expensive Macbook Pro models. Plus it's one more (probably minor) way of making it smaller and lighter and hitting the weight target.

That's how I read the news and rumors right now. We shall see.

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Subject: Re: Wow, Apple and Avid Technology pull out of NAB.

Posted by [Jamie K](#) on Mon, 11 Feb 2008 20:20:32 GMT

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It seems like

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I don't see a trend there.

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Subject: Re: Wow, Apple and Avid Technology pull out of NAB.
Posted by [excelav](#) on Tue, 12 Feb 2008 02:39:38 GMT
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