



News Release: For Immediate Release

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xm|Edit Announces Immediate Availability of 'Traffic for Final Cut Pro'

*Powerful Node-Based Editing, Project Management Companion to Final Cut Pro Well
Received By FCP User Group Community*

RALEIGH, NC (October 31, 2005) – xm|Edit, (www.xmedit.com), the creators of graphical, node-based editorial and project management companion solutions, announced today the immediate availability of Traffic for Final Cut Pro. Traffic, which made its triumphant industry debut last month at the Los Angeles Final Cut Pro User Group meeting, is the first non-linear editing companion solution of its kind to employ a sophisticated visual node-based user interface.

Traffic's unique approach provides professional editors with comprehensive, highly detailed editorial and project management control of their projects. Traffic enables editors to perform difficult, time-intensive editorial tasks, which in some instances, are impossible to complete in the industry standard time-line based approach to non-linear editing.

"It's been less than a month since Traffic debuted in Los Angeles, and already the editorial community is buzzing. It's validating for me to witness my peers in the industry – fellow editors and digital media designers – echo the pain and frustration they're feeling when dealing with the finer details of our craft," said Forrest Maready, creator of Traffic and founder of xm|Edit. "Traffic is specifically designed to eliminate that pain and to help give back precious time that can be dedicated to the creative process. I'm looking forward to getting Traffic into customers' hands and watching them experiment with ever more creative approaches to node-based editing. I'm also looking forward to building a thriving Traffic community dedicated to the development of newer, innovative plug-ins and enhancements to Traffic. That's next in our mission."

Traffic: Node-Based Approach to Editing

Traffic delivers a breadth of powerful capabilities designed to streamline the editing workflow, including the ability to:

- Change attributes of filters and text generators globally across multiple sequences or even multiple projects;
- Replace and insert footage based on complex parameters throughout multiple sequences and projects;
- Iteratively loop sequences with real-time control over loop boundaries;
- Create slates and slate information automatically through node-based connections.

xm|Edit has also integrated a plug-in architecture, which allows third-party developers to create “widget-like” plug-ins to extend the capabilities of the software.

Additionally, Traffic for Final Cut Pro employs Apple’s XML interchange format, positioning Traffic well for rapid adoption by multiple, industry-popular editing platforms. Traffic is currently being evaluated by several industry-leading NLE vendors who have also embraced the XML interchange format.

Pricing and Availability

Traffic for Final Cut Pro is available immediately via electronic download only from the xm|Edit web site and is priced at \$299.00. For more information or to purchase Traffic for Final Cut Pro, please visit www.xmedit.com.

About xm|Edit

xm|Edit is a newly-launched software development company focused on enhancing the content creation and non-linear editing experience of industry popular editing systems.

By embracing the mundane, tackling the minutia and eliminating the frustrations editors face while perfecting their craft, xm|Edit develops node-based editorial and project management companion solutions for industry popular editing systems that enable editors to make global, sweeping changes – from minor, isolated color correction tweaks to selectively replacing footage– in a truly non-linear fashion and using the Company’s visual effects workflow-inspired approach to highly-visual, easy-to-use, time saving graphical nodes.

Founded by seasoned editors, xm|Edit draws from personal experience with a careful eye to the level of detail and processes editors care about to deliver solutions that simplify and even accelerate the time-consuming process of perfecting the tiniest details of their craft and enhancing the overall digital media workflow. For more information, please visit www.xmedit.com.

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