

# TRAPEZEPOST

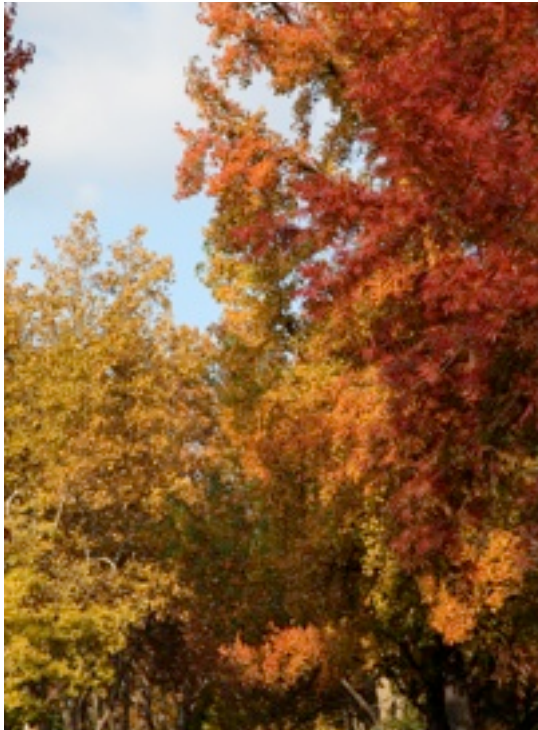
November 2011



The full color of Autumn has splashed its way into the season and into our area. In Sacramento, aka the “City of Trees,” and the surrounding foothills, one doesn’t have to look far to find the beauty and amazement of this fall. This is just one reason we are highlighting why we are thankful. With Thanksgiving fast approaching, we’ve seen many social network postings playing along with a dose of daily “thanks.” There seems to be a sense in the air that people are thankful to be here, in our area, doing business, enjoying family and friends, and holding dear onto what life brings. Trapeze has always tried to weave thankfulness and gratitude into our work, never taking for granted clients, employees, projects or our responsibility and part in the professional community. That is why we have always made an effort to express our gratitude and thanks on both a personal and professional level at this time of year. So, as we find ourselves once again deep in hues of fall color, from our sincerest place, thank you. Thank you for trusting us with your creative ideas. Thank you for the friendships we’ve found over the years. Thank you for the artistic partnerships we’ve built in the production community. We couldn’t do what we love to do without you, and are truly grateful each and every day.

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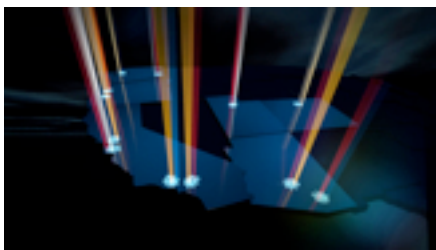
Thanksgiving Day comes, by statute, once a year; to the honest man it comes as frequently as the heart of gratitude will allow.

-- Edward Sandford Martin (1883-1936)  
Humorist, writer and co-founder of "Life."

Photo taken in East Sacramento.  
Send us your favorite Fall pic!

Excited about the upcoming 2012 London Olympic Games as we are? Our enthusiasm, we're sure, is directly tied to the new 3 x :30 TV campaign Trapeze produced for the [Pac-12](#). Showcasing past, present and hopeful Pac-12 athletes, along with impressive Conference Olympic Games statistics, this campaign highlights the anticipation of following these talented athletes to London. You can currently catch these spots during televised Pac-12 Football games.

[Watch: Pac-12 Olympic Games](#)



Client:  
Pac-12

Producer:  
Trapeze



Start planning your travel now, or at least put it on your calendar. The London Olympic Games are scheduled for July 27, 2012 - August 2, 2012, with the Paralympic Games soon following on August 29 - September 9th.

# Trapeze Tech Tip

FINAL CUT, AVID, PREMIER...LET'S TALK EDITING TOOLS

With all of the hoopla in our industry regarding editing software, we sat down with Trapeze owner and editor, Bob Murray, to get the rundown on what it all means and may mean for you.

Q: Let's first talk about editing software. What are the popular editing programs right now?

Bob: Currently, there are three primary and popular professional editing software tools including Final Cut Pro by Apple, AVID Media Composer, and Adobe's Premier Pro.

Q: Are these cross-platform programs?

Bob: As it stands right now, Final Cut Pro is only a MAC-based software, whereas Media Composer and Premier Pro are cross-platform--meaning they can be PC or MAC based.

Q: What are the primary differences in the three software programs you mentioned above?

Bob: In terms of workflow, there isn't a huge difference. However, secondary applications such as color correction, compositing and audio software are optimized if used within the software suite.

Q: Recently, Apple released Final Cut Pro X as a newer version to the Final Cut Pro 7, but opinion seems to show an industry split on the new version causing many FCP users to stay with Final Cut Pro 7 or look for other alternatives. What are the issues?

Bob: With the release of Final Cut Pro X there were many professional features that are now lacking. In trying to simplify things, Apple has ignored some serious workflow issues in the professional video industry.

Q: What editing software does Trapeze use?

Bob: Presently, we are licensed on professional levels and use all three editing software programs--Final Cut Pro 7, AVID and Premier Pro. In the early days, we were strictly AVID, then as Final Cut Pro became more user-friendly and developed a strong tool set, we switched early on. Now, it just makes sense to utilize and have all three available.

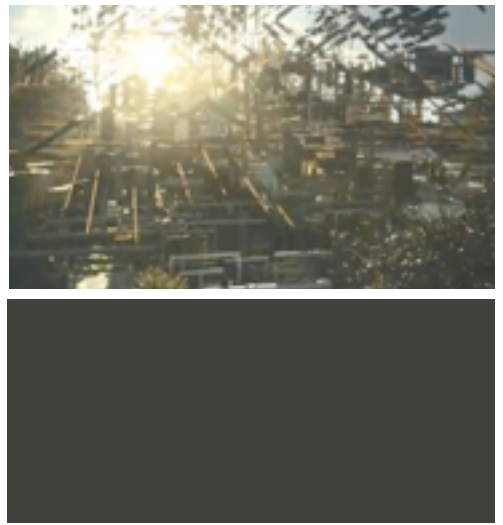
Q: What is the advantage of retaining all three?

Bob: I think it is important to keep the versatility. We never know what media we are going to receive, it can help reduce limitations in the workflow, and it allows us to interact with outside facilities by taking in projects directly without much translation. Additionally, as a business owner, my job is to provide employees with the best tools and give them the flexibility to use the program of choice. Sometimes that is editor-driven and other times it is determined by the type of media or project we receive.

Q: What do you say to clients or prospective clients who question what editing software your facility provides?

Bob: Well, I'd say two things. First, software is simply an editing tool, but does not make the editor. The ability to tell a story, master features and techniques, and relate to the client are much more important. Secondly, although it's significant to me that we make good software decisions, I'm concerned also that we stay current with trends, looks, and style that will work well for broadcast, web, corporate or any other project that comes through our facility. That's a huge part of our job.

## EDITORS' PICK Creative to Watch



With Lowe's new branding campaign launched last month, we thought its new tagline rang true..."Never Stop Improving." Choosing one of the campaign spots under this new slogan, this week's Editors' Pick called "Exploded" is an amazing undertaking of 3D compositing, artistry and post-production. Agency BBDO teamed up with MassMarket and @radical.media to produce this spot. The production budget has not been disclosed, but one can only assume it was hefty after reviewing the credit list. This spot employed eight 3D artists, two composers and two flame artists, not to mention the editors and producers involved in its making.

[Watch: Lowe's "Exploded"](#)

### NEW AT THE TRAP:

**In order to make things more comfortable for both you and our employees, we've been doing some internal moving. Check out the new suite, with more improvements coming soon!**





Team Trapeze at the Lake Natoma Four Bridges Half Marathon. We placed second in the Mixed Relay, second to Fleet Feet!

Trapeze will be closed on Friday, November 18th at from 9:00 a.m. - noon for our continuing education/health and wellness class and Thursday, November 24th and Friday, November 25th in honor of the Thanksgiving Holiday.



[FACEBOOK](#), [TWITTER](#), and [YOUTUBE!](#)



*Happy Thanksgiving Everyone!*