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Tekserve Teams Up with Pro Video Market Leaders to Explore The Past, Present and Future of Apple's Final Cut Pro X as it Continues to Revolutionize the Industry

Hosts event with industry visionary Evan Schectman to add clarity to one of the most talked about product launches ever in the pro video editing marketplace

New York, NY [July 12, 2011] – Tekserve, New York's largest independent Apple store and service facility, today announced it is teaming up with pro video market visionary Evan Schectman of Radical Media and Outpost Digital in a special event to explore the past, present and future of film and video editing, with a particular focus on Apple's recently released Final Cut Pro X, the latest version of the world's most popular pro video editing software.

Hosted at Tekserve (119 West 23rd Street) on July 14th at 8:00 PM, the event promises to give attendees an inside perspective on the evolution of Final Cut Pro X by revisiting key milestones and innovations that will lead the way to the industry's next paradigm shift. A highly talked about launch with many passionate users taking their views to the Internet, the session will provide attendees a much needed reality check to address many of the misconceptions about the product and separate fact from fiction.

Rebuilt from the ground up to meet the needs of today's creative editors, Final Cut Pro X breaks free from the restrictions of old-fashioned timeline tracks. A new, dynamic editing interface lets users experiment freely while working with extraordinary speed and precision. At the heart of Final Cut Pro X is the Magnetic Timeline, a trackless approach to editing footage that lets users add and arrange clips wherever they want them, while other clips instantly slide out of the way. For more information on Final Cut Pro X, please visit: <http://www.apple.com/finalcutpro/top-features/>

Evan Schectman, an expert in desktop technology, founded Outpost Digital in 1998, which fast became known for its innovative use of next generation media technologies. In 2000, Outpost was acquired by bicoastal/international Radical Media and Evan became Radical's Chief Technology Officer, while still heading up Outpost Digital's New York office, as well as their new facility in Santa Monica.

Over the years, Evan has built a core group of people who share his creative vision and

passion for technology. Outpost has done extensive work in broadcast, film and commercials, working with such networks as ABC, CBS, MTV, VH1, ESPN and The Food Network, agencies like Ogilvy & Mather, BBH and Weiden+Kennedy, as well as Steven Soderbergh, Gus Van Sant and Danny DeVito.

“This event reaffirms Tekserve’s place on the forefront of the pro video-editing marketplace and is indicative of our commitment to helping customers understand and navigate the ever-changing technology landscape, make smart purchasing decisions and ultimately improve their craft,” said August Guyot, Project Manager, Tekserve. “We’re looking forward to providing attendees the full picture about Final Cut Pro X and adding clarity to one of the most talked about product launches in a very long time.”

To register for Tekserve’s Final Cut Pro X event and get more details, please visit:

<http://www.tekserve.com/learning-events/detail.php?id=12442>

About Tekserve

“Simple Solutions to Complex Problems”—Tekserve finesses advanced workflows, networks, and storage solutions. They provide unparalleled professional support, consulting, and installation services for the latest hardware and software. Call (212) 381-6363 for more information or to schedule an appointment with a Tekserve Solutions Expert today.