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The World's Most Creative Music Solution
for Visual Media

SmartSound Sonicfire Pro 5 Music Plug-in Supports Newly Released Final Cut Pro 7

*Watch video of Final Cut Pro expert, Larry Jordan,
demonstrating the new SmartSound plug-in*

NORTHRIDGE, CA - August 25, 2009 – SmartSound® Software, Inc., the leading innovator of creative music solutions for the video industry, announced today that its popular Sonicfire® Pro 5 plug-in supports Apple® Final Cut Pro® 7, released last month. The groundbreaking plug-in, which was unveiled at this year's NAB show, allows Final Cut Pro users to seamlessly add complete customized soundtracks to their Final Cut Pro projects in a few simple steps.

At this year's Final Cut Pro Users Group (FCPUG) NAB Supermeet in Las Vegas, world-renowned Final Cut Pro expert, Larry Jordan, was greeted by an energetic crowd of over a thousand Final Cut Pro users waiting in anticipation to watch a private demonstration of SmartSound's new plug-in. In an exclusive video of the event, only recently released to the public by MacVideo.tv®, Jordan explains how Final Cut Pro users can save valuable time and resources by utilizing SmartSound's patented software, Sonicfire Pro 5.

To watch Larry Jordan's exclusive FCPUG NAB Supermeet demonstration of SmartSound's music plug-in for Final Cut Pro, visit: <http://blip.tv/file/2472798> or <http://www.macvideo.tv/editing/features/index.cfm?articleId=117783>

Using SmartSound's Sonicfire Pro 5 plug-in, users are able to import the markers and in/out points from a Final Cut Pro video sequence. Any track and arrangement selected from the entire SmartSound music library will already be perfectly timed to fit within any markers on the sequence. In addition to fitting the track perfectly to length, users can take advantage of Sonicfire Pro 5's many innovative features such as Timing Control™ and Mood Mapping®, which allow users to easily adjust the timing of specific beats and control individual instrument volume levels, instantly mapped to their video. After customizing music to match their visuals, users can then simply click "Send To" and their music track will be added directly into their Final Cut project. Later, if users need to make changes to their music, they can simply choose a track on their Final Cut Pro timeline and use the "Open in Editor" command for full roundtrip editing.

SmartSound's Sonicfire Pro 5 and Final Cut Pro plug-in can be purchased together for \$249.85 at www.smartsound.com. Current Sonicfire Pro 5 users may add the plug-in for as low as \$49.95. For a limited time, as an extra bonus, each plug-in purchase will include a SmartSound exclusive multi-layer music album, "A New Era" (\$99.95 value) free of charge. The Final Cut Pro plug-in works with Final Cut Pro 6.0.2 or later. For more information visit: <http://www.smartsound.com/finalcutpro>.

About SmartSound Software, Inc.

SmartSound Software, Inc. is the world's leading provider of customizable music and music soundtrack solutions for visual content creators. The company has been at the forefront of technological innovations in the industry, such as the award-winning Timing Control™ and Mood Mapping® features in SmartSound Sonicfire® Pro. SmartSound technology is available for Windows XP/Vista and Macintosh OSX 10.4 or higher, including PowerPCs and Intel Macs. SmartSound products include: the Sonicfire Pro (with Final Cut Pro plug-in) and Quicktracks® for Adobe Premiere® Pro / Elements software and the Strata®, Film Score, Producer, Edge, Audio Palette, Sound Palette, and Movie Music collections of music and sound effects. The company is headquartered in Northridge, CA, and can be reached by phone at 818-920-9122, by fax at 818-920-9152 or on the Web at www.smartsound.com.

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