

# Tracking Mobile Video Solutions at Macworld Expo

For years Macworld Expo was the mecca for all things Mac. If you wanted to see the latest hardware or software from Apple, or interact with anyone developing hardware or software for the Mac, you saw it first at Macworld Expo. At one time there were Macworld Expos around the planet and Apple made all its major announcements at Macworld Expo in Boston/New York or San Francisco, and had a significant booth presence on the show floor.

As Apple prospered, following the return of Steve Jobs, and the computing market changed, Apple began to make major announcements on its own schedule, at different venues, withdrawing from the big shows, first in Europe, then the east coast and finally, in 2008, from San Francisco. Despite the predictions by some pundits that Macworld Expo would die without Apple's continued presence, IDG has maintained the west coast show, adjusting its chemistry to find a successful formula for a more mobile computer era.

## A Macworld Apart

After a three-year hiatus, I attended Macworld Expo this year to see what had become of the show. It's smaller, now occupying a portion of the newer Moscone West facility, where it once sprawled across both the North and South halls of the original Moscone Convention Center. The show is more focused on the attendee experience, providing a variety of workshops, classes, hands-on sessions, panel discussions, and special events, including Ashton Kutcher and Josh Gad commenting on their roles in the iJobs movie. Black Eyed Peas frontman Will.I.Am and Saturday Night Live Alumn Fred Armisen both gave interesting and humorous commentary on technology in their presentations.



Macworld is definitely a very different show from the one I remember, but even though the booths in the halls are predominantly promoting the new mobile world, you can still see a smidgeon of the show's previous luster.



## **The Meat of the Supermeet**

You might be asking at this point, what does this have to do with Final Cut Pro? Well . . . two notable things to mention. First is the Annual San Francisco CPUG Supermeet, where video professionals from around the country (and even from other countries) meet to share food, tips, and enjoy special presentations. The feature presentation this year, was given by Jay Cassidy, A.C.E., the editor on *Silver Linings Playbook*. It's always fun to hear the experiences of editors on projects like this and Jay provided numerous anecdotes regarding his work on *Silver Linings Playbook*, as well as other film projects in his curriculum vitae.

But one of the lead up presentations by Dan Lebental, another professional editor, at the Supermeet really lends itself to the second notable thing at this year's Macworld Expo, the focus on mobile video. We'll get to Dan's TouchEdit software in a moment.

## **Mobilize Your Mobile Eyes**

There are basically two primary aspects of mobile video, using your iOS device as a video camera, and editing video on an iOS device. The mobile video vibe was evident in Macworld's numerous workshops and classes devoted to iOS camera technique and mobile video editing in Macworld's iPhoneography conference track.

While many companies are creating cameras and other tools to move video into ever-larger screen sizes and resolutions, like 4K, 5K, and 8K, etc., there is an alternate movement in the other direction, using mobile devices to shoot video for professional projects. Mobile devices can shoot footage that is all but impossible to get with traditional cameras and lenses, but the quality of video capture using mobile device cameras is an issue. While most iOS device cameras do support HD video, the dynamic range and lens options are much better on high-end professional equipment.

To help overcome these problems, companies like [iProLens](#),



and [Olloclip](#), provide options for getting more professional looking video through additional lenses.



[Padcaster](#) is a sturdy rig in which you can mount an iPad and various lens, lighting and control accessories to convert the iPad into a better quality camera.

And [Daylight Viewfinder](#) is a hardware / software combinations designed to enhance the iPhone-as-a-camera's functionality in bright daylight, when it's most difficult to use an LCD display.



## Tactile Video Editing, Mice Need Not Apply

Back to Dan Lebental's Supermeet demo, where he showed off the capabilities of [TouchEdit](#), his new video editing app for the iPad, joining iMovie and a handful of other mobile video editing apps for Apple's iOS devices. TouchEdit is promoted as a professional editing tool with a retro feel, and the ability to provide frame accurate cuts, multiple tracks of audio and video, and even exporting to other desktop editing tools like Final Cut Pro X.



Imagine cutting commercials, short films and even full-length projects on your iPad (or iPhone and iPod Touch). The ability to edit wherever you are with whatever you have, is a compelling notion that is being explored more and more. Some editors have even commented how editing on a touch-based system like TouchEdit is a more visceral experience than editing on a traditional workstation.

There are still significant limitations in mobile editing, not the least of which is the small amount of storage space available on most mobile devices (although Apple's iPad now offers 128 GB of storage). There are also issues of supported video formats, transferring video to other desktop-based editing systems for further tweaking and finishing. Programs like TouchEdit are the opening steps to bridging the mobile and traditional editing worlds.

All these products on display at Macworld Expo highlights how mobile isn't just encroaching on the desktop computing market, but also helping revolutionize big screen entertainment, by shooting, editing and playing on the small screen.

**To get everyone going Mobile, we're going to announce a three-minute Film Festival to be shot on any mobile device. We'll have some great prizes for the winning entries and the winning films will be shown on our site, etc. We will announce this phone festival, *FoneItIn* in next week's newsletter. So watch for a Call for Entries there.**