

CONTENT CREATION AND MANAGEMENT ■ MASTER CLASS

THURSDAY, 23 JULY ■ 2:00PM – 3:00PM – MASTER CLASS ROOM 2

Title: Avid/P2 Workflows

**Presenter: Yew-Jin Cheong
Head of Product Management for Asia-Pacific
Avid**

Abstract

With Avid, editing Panasonic P2 footage is fast and easy. Native file support for DVCPRO HD and AVC-I means no transcoding, digitizing, or file conversion of any kind. Edit directly from the P2 card or from a drive. It's simple, efficient, immediate gratification for your creative and business sides. Yew-jin Cheong, Head of Product Management for Asia-Pac will lead you through this process and highlight other P2 – Avid workflow advantages.

Bio

- 11 years with Avid.
- Previously as Pro Tools & ICON technical specialists for Film, TV & post production throughout Asia.
- Workflow specialist for Asia
- I worked for Avid in China, helping to establish our office in Beijing & assisting Avid's key customers there including Beijing Film, CCTV, BTV and others.