



Press Release

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Softworks is Perfect for Poppy

Poppy Films has recently bought a copy of Softworks. This is the new "software-only" version from the world renowned Lightworks family of high-end Film and Television Editing equipment.

Poppy Films is based in the West End of London and their chief editor, Peter Goddard has this to say about Softworks :

"Softworks is just brilliant. I have been waiting, hoping that we would get something like this and ... Bingohere it is, **Lightworks on a laptop**. I'm sure it works perfectly on a desktop, but it's the laptop side that excites me, **Freedom and portability**. With the new Softworks and a USB console, I've got a fully working Lightworks system that I can carry on my shoulder, and, everything works ! I can copy media files to a USB drive, copy across an archive of a project, restore the project, play Touch files natively (no need to import them) and I get analogue sound scrub with a fine degree of control"

Pete continues :

"Obviously a laptop isn't a replacement for a full system, where the client wants large monitors and comfy sofas, but I'll be using Softworks on my next project – a two and a half hour documentary which is being edited both in the UK & USA – and I'll take the laptop with Softworks. I bought a laptop a while ago to try with other well-known editing systems, but they weren't very good for cutting, being too fiddly and slow. Lightworks and Softworks are years ahead even if I want to do complex effects, for example, with Combustion. And, another thing, you can stuff your project onto a USB drive and work at home !! Really I've got everything I want now : the Lightworks timeline, analogue sound scrub and the console ... **I can edit anywhere.**"

(NB:These are highlights of Pete's words as modesty, and available space, have prevented inclusion of the entire text.)

Softworks was first shown at the IBC 2006 exhibition in Amsterdam and it has all the editing tools of the Lightworks Alacrity MR systems, without the video and audio i/o hardware. Material and projects can be exchanged or shared with Alacrity and other editing systems in a wide range of formats including DV25, mpeg2, uncompressed and omf. Softworks can be integrated into advanced networking technologies allowing for efficient sharing of projects and media over Gigabit Ethernet and Fibre channel networks.

About Poppy Films : Poppy Films is based in London's West End and has been in business since 1989. Clientele include many large corporate clients – see: www.poppyfilms.org . Also, Poppy Films has done a lot of work for Director, Tony Kaye which include "Lake of Fire" a documentary on abortion, which was acclaimed at the Toronto Film Festival. The next Tony Kay project will be "Humpty Dumpty" on which Pete Goddard anticipates using his new Softworks laptop system. This film will be finished to HD.

About Lightworks : Lightworks has been developing and supplying editing solutions for the film and television industries for over a decade. The Alacrity MR elevates user creativity with increased speed and multi-channel ingest and playout options. One of the more recent films edited on Lightworks is "The Departed", while the "Hollyoaks" soap has been a long running user over many years.

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