



Send a release  
Member sign in  
Become a member  
For journalists  
Global sites

**Search**

Advanced Search

Products & Services  News Releases

 

[Products & Services](#)

[Knowledge Center](#)

[Browse News Releases](#)

[Contact PR Newswire](#)

See more news releases in: [Final Cut Pro & iPhone Apps](#), [SuiteTake.com](#), [Edit-Creations, Inc.](#)

## New iPhone App Strives To Add Mobility To Editing

CHICAGO IL, APRIL 1 2010 /PRNewswire-US/ -- SuiteTake.com (a division of Edit Creations, Inc) is hoping its new application for the iPhone will change the face of creative video editing forever.

(Photo: <http://tinyurl.com/ybkngp7>)

SuiteTake.com founder Thomas Tomchak announced early Thursday morning the release of a new application for the iPhone that's been in the works for nearly a year. Based on the popular Final Cut Pro Studio 3 video editing suite for the Macintosh, Tomchak and his team struck a deal with Apple Inc. to port the suite to the iPhone platform, while also adding some unique features not found elsewhere.

"We just knew from day one that we had a hit on our hands with this one. After years of being shackled to my edit desk and Mac Pro, I was finally going to be able to edit where I wanted, when I wanted", said Tomchak.

Apple Inc's CEO Steve Jobs noted that originally he was mystified by the idea, but after several meetings with Thomas was convinced that there was something to his idea. "Thomas called me just weeks after the release of the iPhone 3gs and was all excited about this idea of making editing mobile. My first thought was 'Who the hell are you and how did you get through to my private line?'. But once I got past the initial irritation I realized he was really onto something. Our biggest issue was that we didn't have the resources inside of Apple to pull this project together, so we gave Thomas and his team at SuiteTake.com our blessing to move forward with whatever support we could provide along the way."

Senior Editor Jeff Carrion commented, "I was on board from day one. I've spent years trapped in this dark room full of snacks, comfortable chairs and my own private refrigerator. Sure, it sounds great - until you realize you've put on another 20 pounds in the last month. If I could edit, or as we've been calling it mEdit (mobile editing) while riding my bike or swimming, I could get back in shape again."

Scott Roberts, Assistant Editor, says the new app is life-changing. "I was just getting tired of always staying late for those last minute approval DVDs or web posts that the clients needed. Sure, it's what I'm paid to do, but what's wrong with doing the same thing from the bar down the street? Come on, where would you rather be? Now with FCPm I'm able to keep up my tolerance for dark heavy beers while still meeting the needs of my clients. Well, usually... eventually anyway."

Edit Creations, Inc. Vice President Brenda Brattleaf took an early interest in the new project and was the first beta tester. "I just kept asking myself why I had to put my career on hold, just because I have 3 kids under 3. Today's woman has to do more then just bring home the bacon and fry it up in a pan. Now that I'm able to mEdit 12-16 hours a day I can keep up with my clients-- even with 3 kids crying in the background. The best part is that soon my two year old twins will be able to start typing up lower thirds for me with Motion. I've really been pushing them to learn their letters and numbers, and I'm seeing real progress. They cry a lot more now, but I think that's just their way of saying thanks."

Final Cut Pro Mobile is available immediately on the iTunes App store, and costs \$99.

For more information, please contact:

Thomas Tomchak  
Tel: +1-312-725-3348  
Email: [tom@edit-creations.com](mailto:tom@edit-creations.com)

SOURCE Edit Creations, Inc.

[Back to top](#)

**RELATED LINKS**

<http://www.suitetake.com>

<http://www.edit-creations.com>

[RSS Feeds](#)

[Print](#)

[Email](#)

[Share it](#) ▾

[Blog it](#) ▾

[Blog Search](#) ▾

**Other News Releases in New Media and Production Services**

EDIT CREATIONS, INC. is considering global expansion starting in 2011.

MORNINGSTAR RESEARCH has upgraded the stock of SuiteTake.com from BUY to BUY BEFORE IT'S TOO LATE.

STEVE JOBS calls Thomas Tomchak personally, after reading phony press release. Jobs said it was "Very humorous". Jobs is offering free iPads to the Tomchak's 3 children. (the one with 3G built-in and 64 gig SSD).

**Other News Releases in New Media**

If a clapboard closes and nobody is there to hear the clap, did it really make a sound?

HD vs SD vs 4K: Why too much resolution can help the terrorists win.

Why is it called a "Soft Cut" when it's really a "Fast Dissolve"? [A panel discussion.](#)

**Journalists and Bloggers**

Visit PR Newswire for Journalists for releases, photos, ProfNet experts, and customized feeds just for Media.

View and download **archived video** content distributed by MultiVu on The Digital Center.