



NEWS

Ad-ID Announces New Slating Application Available From Boris FX

Boris FX, a developer of integrated effects technology for video and film, has released Boris Job Slate, the first third party product to use Ad-ID data. The product uses XML files exported from Ad-ID so that a commercial slate can be created using the data entered in Ad-ID. The slate information is exported from Ad-ID and then used in the slate application to avoid re-keying of the data. Boris Job Slate saves production time and reduces operator error by eliminating the need for manual text entry with a standard text tool.

Boris Job Slate is currently available for Apple Final Cut Pro and will be available in the future for Avid, Adobe, and Autodesk systems.

Agencies should talk to their production facilities and edit houses to see how Boris Job Slate can benefit them. For more information, visit <http://bit.ly/cmD4GT>.

Ad-ID Closed on Monday, February 15

The Ad-ID offices will be closed on Monday, February 15, in observance of Presidents' Day. We will reopen at 8:00am EST on Tuesday, February 16.

Please feel free to contact Ad-ID with any questions.

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