



Offering DVD Authoring Services

Integrating DVD authoring and video editing

Ives especially appreciates the combination of Apple's DVD authoring products and [Final Cut Pro](#) video editing software. "Final Cut Pro is going to become the dominant video editing platform," he asserts, in part because more and more creative professionals will want to move seamlessly from editing video to distributing it on DVD. They'll demand the kind of integrated video editing and DVD authoring solution that only Apple provides.

“I have a complete portable video editing system that fits in an overhead luggage compartment.”

— Mitch Ives, regarding Apple's commitment to mobile computing solutions and his PowerBook G4

Ives knows from experience what impact a well-made video can have. He tells of screening a rough cut for a manufacturing client of a corporate image video featuring a factory tour. A longtime supplier who happened to be visiting that day saw the video and said, "After all these years, we didn't know you guys could do that! We're getting ready to close the door on a major contract, and you're not even on the list!" The supplier then signed a \$1.5 million contract virtually on the spot. Says Ives, "I say to my clients, 'Send all your customers a video. Nothing communicates better!'"

Ives also enjoys the challenge of fund-raising videos. When the credits roll, he can tell whether he's succeeded if "everyone's in tears and writing checks." Reflects Ives, "people with lots of money get approached all the time. They want to know that a charitable project is do-able and can improve people's lives. I show the subjects with dignity and use a lot of before-and-after testimonials. I avoid manipulating the audience and just let the story tell itself."

Doing big things with small computers

Ives has always been intrigued by "how small companies can do big things with computers." During his nearly



Mitch Ives and his portable video editing system.

About Mitch Ives, Owner of Insight Productions

With a degree in business and communications, Mitch Ives began his career in sales and marketing, moved into real estate development, and ran a variety of small companies along the way. Over time, he grew more interested in communications, taught himself the tricks of the video trade, and gradually crossed to the creative side. His hybrid business-and-creative background enables him to be hard-nosed about whether his creative efforts tell a credible business story.

To satisfy his business and creative instincts, Ives takes on a variety of projects, including corporate image and non-profit fundraising videos, TV advertising spots, video graphics, and instructional videos on subjects close to his heart, such as martial arts. For the last five years, he has written magazine articles and published how-to articles and videos on video production itself. See a [list of his articles](#).

twenty years as an Apple enthusiast, Ives has repeatedly benefited from Apple's ingenuity for developing easy-to-use hardware and software solutions that change the economics of complex technology-based creative work processes.

Ives ventured into nonlinear editing early on, in 1987, "before it really worked." But how Final Cut Pro has changed the world of video production, Ives muses appreciatively. "Final Cut Pro integrates with everything. For example, I can use Boris FX's [Boris Red](#) video effects plug-in within Final Cut Pro instead of running a separate application. If I can hallucinate it, I can do it in Final Cut Pro."



In addition, Ives values Final Cut Pro's scalability. In theory, he explains, he could set up three [Power Mac G4](#) editing stations, one with a [Matrox RTMac](#) board for real-time preview, another with a Digital

Voodoo board for uncompressed video, and a third with Pinnacle Systems [CinéWave](#) board for high-definition video. With all three workstations running Final Cut Pro, the same editor could work at any one of them. "This means I can upgrade my system by just swapping boards," Ives adds. "What's more, I don't have to learn new software to graduate to the next level. Final Cut Pro is as versatile as a Porsche — I can use it to drive back and forth to work or I can go out and race in it!"

Finally, Ives takes full advantage of Apple's commitment to mobile computing solutions. "I have a complete portable video editing system that fits in an overhead luggage compartment," he exults. When not editing video in the air, Ives often labors in his favorite local coffee shop, his storytelling faculties honed by an occasional latté.

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