

**FCP X parody ads**

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**SHORT ONE**

**INT - White horizonless room. Wide shot.**

**SEVEN** is standing here, facing Camera, slightly to the right of shot. He's wearing the same clothes he had on in 1999, which are faded and ill-fitting. His face is care-worn and tired. Attempts have been made here and there to funky him up by attaching things to him - pocket calculators, limbs, maybe a timecode display, etc. Even some of the attached things look old, some appear to have never gotten much use.

**SEVEN**

Hi, I'm Final Cut Pro 7

**X** walks into shot. He is young. His clothes are cool. He is not wearing any pants.

**X**

And I'm Final Cut Pro X

**SEVEN**

Hi, FCPX

**X** produces a large pistol from his underpants and shoots **SEVEN** in the head, point-blank. **SEVEN** is thrown to the right, only his three crooked legs remaining in shot as his body slumps to the ground

Cut to closeup of X

**X**

Any questions?

**THE LONG VERSION**

**INT - White horizonless room. Wide shot.**

**SEVEN** is standing here, facing Camera, slightly to the right of shot. See last page for a description. There are some other programs and some furniture to the right of him.

**SEVEN**

Hi, I'm Final Cut Pro 7. I'm pretty excited because in a few minutes Final Cut X is coming over and we're going to symbolically hand over the reins to him. I can't tell you how thrilled I am because I don't mind saying: I've had it! Talk about flogging a dead horse. If I ever see so much as a pixel after today, I'll unexpectedly quit!

Before FCPX gets here, why don't I introduce you to the gang? This is Motion

**MOTION**

Hey there.

**SEVEN**

Motion's not retiring, FCPX is bringing over a cool update for him. And the same goes for Compressor here

**COMPRESSOR**

Yeah, hi. Has anyone seen my quickcluster?

**MOTION**

Yeah, you're holding it.

**COMPRESSOR** looks at the thing he's holding like he's seeing it for the first time

**COMPRESSOR**

**This** is a quickcluster?? I don't think so. Oh, now I dropped it!

**MOTION** slaps his hand to his forehead

**SEVEN**

[Laughs paternally] Anyway, this is DVD Studio Pro, we originally bought him from Germany.

**DVDSP**

[In german accent. He sounds depressed] Hi.

**SEVEN**

And this is Color, we bought him not that long ago

**COLOR** is super-dorky with thick glasses and a labcoat, over which is a "cool" Think-Geek-type t-shirt. Ill-fitting.

**COLOR**

[Sarcastic and angry] Oh yeah, and it's been great! You said I had a future and you were going to make me look cool. Instead you squeeze me into this one T-shirt - which still has pixelly text - and last night FCP X came over and when I woke up I had this

**COLOR** lifts up his lab-coat to reveal a huge Kidney-removal scar. **SEVEN** seems just slightly troubled by that.

**SEVEN**

Over here on the couch, this is Shake

**SHAKE** is dead. There's a plastic bag over his head and tape around his neck. Any visible skin is grey.

**COLOR**

Shake "retired" a few years ago. [Does the fingers-as-quotemarks thing]

**SEVEN**

Down the end there are XServe and XServe RAID

Two more corpses with bags over their heads. XServe RAID is a skeleton.

**SEVEN**

[Whispers to COLOR] They don't  
look so good

**COLOR**

Oh, Seven!

**SEVEN**

And, uh, Soundtrack Pro was here  
earlier...

**DVDSP**

FCP X invited him out for a  
coffee

**COLOR**

Said he wanted to "pick his  
brain"

**SEVEN** is starting to look quite concerned

**DVDSP**

Is the penny dropping?

**SEVEN**

[Mouths] Huh??

**COLOR**

Look behind the couch

**SEVEN** looks and recoils in shock

**SEVEN**

[Horried whisper] Final Cut  
Server!?!?

**DVDSP**

I wonder which of us will get the  
bag first?

Cut to a tighter shot. **COMPRESSOR** is visible in the background,  
out of focus.

**SEVEN**

[Motions them to come closer] OK,  
you: knock out Motion; you: knock  
out Compressor. I'll be around  
the back with the engine running

in one minute.

**DVDSP**

I don't think we'll need to worry  
about Compressor.

**COMPRESSOR** drops the quickcluster again.

FIN