

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

[Horrorified 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