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Apple's Final Cut Pro Wins Emmy Av

**Will be honored with a 2002 Primetime Emr
 Engineering Award for its impact on the televi:
 industry by the Academy of Television Arts & Sci**

CUPERTINO, Calif., Aug. 20 /PRNewswire-FirstCall/ -- Final Cut Pro®, Apple
 (Nasdaq: AAPL) professional video and film editing software, will be honore
 with a 2002 Primetime Emmy Engineering Award for its impact on the telev
 industry by the Academy of Television Arts & Sciences tomorrow at the
 Goldenson Theatre in Hollywood.

"Final Cut Pro has democratized professional video editing by bringing the c
 of a \$50,000 editing bay to everyone for under \$1,000," said Steve Jobs, Ap
 "We are honored and excited to be receiving Apple's second Emmy Award."

Since its introduction in April 1999, Final Cut Pro has become the most pop
 professional video editing software in the world with a strong following amo
 video professionals. Final Cut Pro is especially popular among television ind
 professionals because it allows them to increase their programming output
 of the cost of traditional editing systems. Top broadcast facilities, including
 NBC, CNN, MTV, ShowTime, The Discovery Channel and ESPN use Final Cut
 production of everything from feature-length projects to reality shows, new
 broadcasts, documentaries, trailers and commercials.

Final Cut Pro, based on industry-standard QuickTime®, is the only nonlinea
 system that supports the entire range of professional editing formats-DV, S
 Final Cut Pro was the industry's first video editing solution to deliver profes
 quality real-time effects without the need for additional specialized hardwar
 Pro also features a full set of powerful color correction tools, an integrated
 capacity offline format and an innovative interface that seamlessly integrate
 compositing and effects tools for an unparalleled media creation workflow.

Apple's first Emmy was awarded in 2001 for the company's invention and
 popularization of FireWire®, a high-speed interface which is widely used in
 video production industries.

Apple® ignited the personal computer revolution in the 1970s with the Appl
 reinvented the personal computer in the 1980s with the Macintosh. Apple is
 to bringing the best personal computing experience to students, educators,
 professionals and consumers around the world through its innovative hardw
 software and Internet offerings.

NOTE: Apple, the Apple logo, Mac, Mac OS, Macintosh, Final Cut Pro, QuickTime, FireWire are trademarks of Apple. Other company and product names may be trademarks of their respective owners.

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