



ftrack launches highly anticipated V3

New version adds exciting new productivity features and brings creative collaboration to the masses

Stockholm, 2nd December, 2014 - [ftrack](#), a project management solution for the creative, visual effects and animation industries has released V3 of its industry-leading cloud based platform.

[ftrack V3](#) enhances its intuitive workflow capabilities while improving and augmenting its tools for multi-location/remote team working.

In addition, ftrack is now more affordable and more accessible than ever. V3 introduces a brand new simple [pricing structure](#). A single CREATIVES license of ftrack is now \$20 a month, with no hidden costs.

New features

A refreshed UI - Smoother and more responsive, the unified user interface in V3 is clean, easy to understand and self-explanatory - exactly what's needed for busy creative projects.

Client review - Allowing clients access to an ongoing project is easy with the updated client review. Users send a secure URL to as many clients/collaborators as they need. They can then leave their comments and feedback on a project. Review sessions are only shared on your say so, and are all fully editable, helping artists and project managers achieve clarity of vision.

Events & Actions - If you need a way to enhance and customise ftrack for your workflow, events and actions allow your developers to make quick additions to utilities and functionality, all without taking people out of the UI.

ftrack Connect - By downloading Connect to your system and using its tools, you can enable all manner of additional integration via ftrack's web interface. It's an easy way to import files from programmes like Premiere and Photoshop using simple drag and drop functionality.

Groups & Teams - A straightforward, powerful and effective way to manage teams within ftrack. You can assign groups, teams and even individuals to specific shots or elements of a project, allowing much more direct, clear communication.

New API - Introducing the beta version of a brand new an API that's uniquely designed to grow with you - the more you add to it and tweak it, the more you will be able to get out of it. It starts out easily, offering much in the way of help, but allows you to grow your own workflow as you see fit - and improve performance massively.

Time tracking - Go beyond end-of-week logging with the new time tracking tools. Start and stop timers give far more accuracy, measuring time spent on tasks or in meetings at the click of a button.

Paul Simpson, founder/executive creative director at Realise Studio comments: “ftrack V3 is a force multiplier - when you can get in there and interface it with your underlying pipeline, it makes a real difference. It's easy to use, feature-rich, endlessly customisable and the client review features are a huge timesaver.”

Jennie Mackay, head of production at Saddington Baynes comments: “Certainly more and more going forward we're going to want to introduce our clients to ftrack - especially after the release of V3. It makes timekeeping easy and client review is a fantastic feature.”

Hasraf (Haz) Dulull, VFX producer and director at HazFilm.com comments: “ftrack plays a crucial part in all my projects where I have a huge number of visual effects shots that are being done by artists globally. But its not just for managing artist's VFX shots thats I use ftrack for, I also use it to generate reports to update my clients. With ftrack I am able to juggle several projects at once without losing my mind.”

###ENDS###

About ftrack AB

A privately held company, headquartered in Stockholm, Sweden, with offices in San Francisco, ftrack is led by CEO and Founder, Fredrik Limsater.

The development of the ftrack creative project management platform started in 2008 and it has been used successfully in production since 2009. It started out as an in-house production tracking tool at Fido Film. Over the years the scope of ftrack expanded and in 2011 ftrack AB was formed by the original developers with the support of external investors.

High profile users include Saddington Baynes, [Mackevision](#), [The Mill](#), [MPC Commercials](#), [Skyhouse Studios](#) and [ZeroVFX](#).

The team behind ftrack have extensive experience working in the advertising, VFX, post-production and game industries, helping them to understand the challenges that creative people in each industry face.

www.ftrack.com

For further information contact:

Ian Hall, Grammatik
E: ian@grammatikagency.com

Ian Dransfield, Grammatik
E: ian.dransfield@grammatikagency.com