



PLAY FROM HERE

PostScripts

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It's time once again to sit down and catch up with all the news PPD can dish out. This fall has been extremely busy and we've been working on some very interesting projects for cinemas, broadcast, classrooms, industrial plants and even airports! So please grab your PPD mug, fill it with Christmas cheer and read on.

Video On Trial Is #1



BorisFX Adds Sizzle To DRTV Sales

Brian Fearon and Michael Grootenboer have been very busy working on multiple 30-minute infomercials for Monte Brooks Productions. H2O Mop is a new product which follows on the success of the H2O Vac. Editor Michael Grootenboer used our vast pallet of Boris FX to bring the H2O Mop to life. The secret of the snail is revealed in the Velform NuToday infomercial which Brian Fearon has been editing with producer Tino Monte. Brian and Michael craft these productions from the first rough cut through to design, packaging, colour correction and final delivery of multiple versions. These infomercials will air throughout the world so you'll be seeing them on TV screens wherever your holiday travels take you.

Video on Trial is the top-rated show on Much Music and we are thrilled to be a major part of its success. Each show focuses on five popular music videos with a jury of five guest comedians who 'judge' the merits and pitfalls of the videos. Producer Kerry Eldon Cunningham and editor Bari Goodis sift through hours of humorous comments to create a very entertaining half-hour of television. Following the success of our "80's Special" the next episode will also feature 80's music. Watch for "Video on Trial: 80's Superstars" and "Video on Trial: Holiday Crap" on Much Music, starting Christmas Eve and continuing throughout the holiday season.

Supervising editor Michael Burshtyn and editor Kyle Campbell have been busy working on "Back in Love" which airs Fridays at 7:30 pm on MuchMoreMusic. This show is a very fast-paced graphics-laden look at celebrity love lives. Both the "Video on Trial" and "Back in Love" series are offlined in our Avid XpressPRO suites, utilizing over 200 hours of low-rez music videos resident on our Terrablock media server. Once approved the shows are rezed up on Symphony and output to Digital Betacam for broadcast.



111 Berkeley Street
Toronto, ON M5A 2W8
t. 416.363.4662
www.ppd.ca mail@ppd.ca

Useful Tips:

Did you know that closed captioning can be viewed on the web? With our advanced CC software we can produce closed caption files for use on the web, on DVDs and on tape.

Call Al to find out more and to get our Closed Captioning rate card.

In response to client requests for DVD and CD copies at the end of sessions we have installed a duplication center which can copy up to 7 DVDs or CDs in one pass making small dub orders very quick and easy. Our rate of \$10 per copy includes a slimline case and paper label. Colour paper labels are available on request.

Coolfire Loves HDV

Coolfire producers Jim Bird, Tom Pendlebury and Karen Jones love the HDV format. While it has limitations with fast movement and low lighting it is a great format for shooting interviews and B-roll. Coolfire appreciates the compact size of their HDV camera when shooting in challenging industrial locations. Editor Bruce Rees likes the 16x9 format and the 24p film look which the HDV produces. When combined with hi-rez graphics the final shows look terrific, even after encoding for use as digital signage on large plasma screen displays.

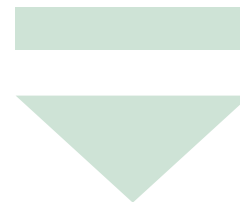
Canada Cares

With producer Hannah Sung, our newest staff member, Lee-Ann Cass, worked many long hours to offline another project for CARE Canada. This project, produced as part of their YouthCARE initiative, was made up of three short films which show Canadian school kids what life is like in Indonesia and East Timor. Erin Carroll put the finishing touches on the video and mixed the show which we then authored to DVD for use in schools across Canada. Recently *Entertainment Tonight Canada* filmed an interview with Hannah in our edit suite to highlight the important message YouthCARE is delivering to Canadian students.

St. Joseph's Healthcare On The Big Screen

St. Joseph's Healthcare in Hamilton was looking to increase its profile in the community, reach out to potential employees, increase its fund raising and instill a sense of pride in their staff. They turned to Rick Muller of Muller Media for help. Together they decided to create a 60-second commercial for use in Cineplex Entertainment Theatres in their area. Rick shot the video on HDCAM with D.O.P. Mike Brown, then downconverted the footage to DBeta for editing. Brian Fearon, Bruce Rees and Erin Carroll crafted the spot on our Avid Symphony systems. The clients were thrilled with the result which can be seen on the big screens in the Hamilton/Niagara region from December 1st to January 5th. DeGroot School of Business Marketing Professor Terry Flynn was impressed by the initiative as "*it reaches a captive audience in movie theatres*". If you're considering using HD for any projects please feel free to call Al Mitchell to discuss the various workflow and budget possibilities.

Speaking of commercials, when you're waiting for luggage at Pearson Airport keep your eye on the video monitors for the "*City of Mississauga*" spot which editor Erin Carroll just completed. This 30 second commercial highlights the city and lets visitors know that they have landed in Mississauga, not Toronto.



As 2006 winds down we want to thank all our clients for another terrific year! We will close on Friday, December 22 and open again on Wednesday, January 3 in order to give our staff a much deserved vacation. We hope you all have a great Holiday and a very Happy New Year!

Al Mitchell