



PLAY FROM HERE

PostScripts

• Volume 13 • Issue 3 • December 2007 •

Welcome to the year-end edition of PostScripts and what a year it has been! Our transition from SD to HD has started in a big way and clients are now shooting more and more projects on HD. With our new HD online suite clients have also begun to finish in HD. We have already wowed commercial, VNR, corporate and independent film producers with our HD capabilities. I invite you to sit back and get caught up with 2007 as we look forward to an exciting 2008!

HD Online Is Here



Corporate Video Lives

It's been a long time since we wrote about it but the fact is that corporate video is very much alive and kicking at PPD. This past year we edited projects for utilities, pharmaceutical manufacturers, technology firms, distributors, retail outlets, banks and more. Although a few of these projects were shot in HD most were finished SD. For many of these projects we also provided authored DVDs with closed captioning. We're always up for the challenge of making your corporate videos exciting, informative and cost effective!



In October Editor Bruce Rees worked with producer Dave Lofranco of DDR Media Inc. to create five television spots for The Herzig Eye Institute. The spots were shot on HDCAM and edited in our new Final Cut Pro HD suite. Final outputs were on HDCAM as well as DBeta (for SD television release). Bruce also worked with producer Digby Cook of North Shore Communications on a PSA for the Yee Hong Community Wellness Foundation. The 30-second PSA was also shot on HDCAM and will air on both HD and SD stations.

Our HD suite features a 46" Sony Bravia XBR LCD panel for the ultimate in client viewing. Our software includes Final Cut Pro Studio, After Effects, Photoshop and Illustrator, along with popular Boris BCC and Stagetools plug-ins. In the machine line-up you'll find HD-CAM, DVCPRO-HD, HDV, DBeta, DVCAM, DVD and VHS. This new suite will also handle Panasonic P2 media. To ensure that all broadcast technical requirements are met we have HD scopes, HD monitors and HD Legalizers which many other facilities do not include in their base rate. We also provide HD down converts to any SD format. If you want to offline the show on your own FCP or AVID we will provide overnight digitizing to your hard drives.



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

Useful Tip: HD Tapeless Formats

A variety of new HD formats are entering the market and many of these are tapeless. Tapeless formats offer convenience during shooting but they can cause some issues later. First, you should be aware that most broadcasters have a list of acceptable acquisition formats and some of the tapeless HD formats do not qualify. If you shoot on one of these formats your show could be rejected by the broadcaster.

Secondly, although it is easy to view this electronic media on your desktop and even do some limited editing, if you need to eventually merge a tapeless format with traditional HD and SD tapes, we will need to convert the media to a common HD output format. This process may take a lot of rendering time which will increase your editing budget. Many of our clients are shooting on the Panasonic DVCPRO-HD tape format and we have seen excellent results. Once again we are recommending that you call us before choosing an HD format for shooting.

Gemini Award Nomination

As many of you know, Bari Goodis has left PPD and is working in Hollywood as an online editor. Before she left, Much Music producer Kerry Cunningham and Bari received a Gemini Award nomination for their "Video on Trial...80's Superstars". Congratulations to both of you! Kerry is back at PPD working with Lee-Ann Cass on another "Video on Trial...Totally 80's"... perhaps another nomination is in our future? In fact, CTV kept us busy in November and December editing numerous shows for Much Music and MuchMoreMusic. Mike B. and Kyle have continued to work on the very popular quiz show "Tip of My Tongue". Mike G. has gone back to his music roots to edit "Listed...20 Fathers of Heavy Metal", and Erin has been submerged in "The Story of...Spice Girls." Watch for all these shows over the holidays.

Swim To Survive

The City of Mississauga was a finalist for The 2007 World Leadership Awards, and in order to tell their story to the international selection committee in London, England, the city commissioned Glenn Forbes of Launch Corporate TV to produce a promotional video.

Working with editor Erin Carroll, Glenn crafted a heart-warming story of how champion figure skater Barbara Underhill lost a young twin daughter to drowning. Barbara wanted to reach out to as many families as possible to teach children how to survive an unexpected fall into deep water.

Mississauga Mayor Hazel McCallion supported the idea and city staff worked with Barb and the Ontario Lifesaving Society to develop and promote a new model for swimming survival. The "Swim to Survive" program was supported by local school boards, aquatics instructors, community supporters and the Ministry of Education to provide over 119,000 young children with vital lifesaving skills.

What a Catch

Recently junior editor Lee-Ann Cass completed work on two DVD titles for What a Catch! Productions. These exciting projects were shot on HDCAM and feature professional fisher Kathryn Maroun as she travels the world looking for fishing adventures. The two retail DVDs feature excursions to India and Alberta. Each disc contains two episodes of the TV series along with an Angler's Guide and a Destination Guide. Layered motion menus and exciting transitions give these DVDs a Hollywood look and feel. The DVDs are available at www.whatacatch.net. In the new year we start cutting the next season of shows in our HD Suite.

To ensure that our staff can spend time with their families over Christmas, our offices will be closed from Monday Dec. 24th to Wed. Jan. 3rd. If you have scheduling or technical questions during that period please e-mail me at al@ppd.ca. We all hope you have a well deserved holiday and a very Happy New Year!

