



PLAY FROM HERE

PostScripts

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Welcome to one of the most exciting newsletters yet! With the ever-increasing demand for High Definition programming we are thrilled to announce the addition of an HD online suite to our house. Due to recent technology improvements and falling prices we can offer full uncompressed HD editing for only slightly more than our current SD prices.

HD Online Is On The Way



Lower SD Editing Rates

Along with our new HD rate card we have also dropped many of our Standard Def charges. Now when you book a session in one of our Avid Symphony suites the rate includes Digital Betacam, Advanced Colour Correction, Real-Time Ultimatte and Real-Time Multicam at no extra charge; this amounts to a savings of \$75/hr!

We are also upgrading our Avid Xpress-PRO in edit 6 to Avid Media Composer Soft, giving us a wider range of resolutions and effects capabilities in that offline edit suite.

If you want the depth-of-field of HD but you have to deliver in Standard Definition we are also offering very competitive down-convert rates so go ahead and shoot in HD.

We have just issued purchase orders for our new HD Online suite. Breaking from tradition this new suite will be based on Final Cut Pro Studio 2 and will offer full uncompressed HD online services at very competitive prices. The suite will include the following software: Final Cut Pro, Color, DVD Studio Pro, Soundtrack Pro, Motion and LiveType. We are also adding the new Adobe CS3 versions of After Effects, Photoshop and Illustrator along with the popular Boris BCC and Stagetools plug-ins.

Our machine line-up will include HD-CAM, DVCPRO-HD, HDV, DBeta, BetaSP, DVCAM, DVD and VHS. Sony XDCAM-HD is available by special request. This new suite will also handle Panasonic P2 cards and media. Our editor Bruce Rees, who has years of experience with multiple editing platforms along with After Effects and PhotoShop, will be driving the suite which will be fully loaded with HD scopes, HD monitors, HD Legalizers, 5.1 surround sound monitoring and awesome colour correction capabilities!

With our Automatic Duck software we will be able to conform both Final Cut and Avid Offline edits so no matter where you offline the show we can handle your online. Of course we will also provide

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

Fashion Cares

Editor Erin Carroll and Director Dave Russell have just finished editing the broadcast version of *Fashion Cares*. The 21st Annual Fashion Cares event at the Distillery Historic District is Canada's largest AIDS fundraiser. Since 1987 this event has raised nearly ten million dollars for the AIDS Committee of Toronto. This year's event was hosted by Jay Manuel and featured performances by Kelly Roland, Dita Von Tesse, Mya, and more.

Using our multi-cam feature Erin took footage from the live line-cut and four ISO cameras and crafted a very exciting show. Dave Russell loved the multi-cam feature, claiming that, *"having the line cut and all four ISO cameras on the timeline at once meant we could instantly see what our options were without having to go back to tape, saving hours of editing time"*. The one-hour broadcast special airs on CITY-TV, FashionTV and MuchMoreMusic July 5th.

HD (continued)

HD down-converts to any SD format. If you want to offline the show on your own FCP or AVID we will provide digitizing services to your hard drives so there's no need for you to purchase expensive HD machines. We'll also help you sort out the many HD machines and formats to decide which will be the best format and frame rate for you to shoot, edit and deliver.

Installation is slated for mid-July in our current Edit 3 space which will still have an Avid Symphony system for high-end Standard Def work when required. We can't wait to see your HD show on our 46" Sony Bravia XBR LCD panel! For our new HD rate card please call or e-mail al@ppd.ca.

New Demo DVD Available

We have recently updated our website with new demo reels and even more information; please explore the site at www.ppd.ca. If you'd like to see more in-depth demos of our work we have just released our 2007 DVD demo reel. Please call Bob or Al for your copy.

Tip Of My Tongue

If you're a celebrity news junkie you won't want to miss MuchMoreMusic's new interactive quiz show *'Tip Of My Tongue'*. Editor Michael Burshtyn and producer Greg Miller combined music videos, Photoshop, After Effects, Avid editing and tons of sound effects to whip up a hilarious half-hour entertainment/quiz show. The audience has 45 seconds to 'TEXT' answers to multiple-choice questions which earns them a chance to see their names on the screen! But even if you just play along at home and don't text your answers you'll have a good laugh! The show premieres mid-August on MuchMoreMusic.

Closed-Captioning, DVD And Other Projects

Assistant editor Lee-Ann Cass has been busy providing closed-captioning and sub-titling services for a large DVD project. In addition to captioning both English and French versions, she used client-supplied transcriptions to create on-screen titles for 15 other languages which editor Bruce Rees added to the edited English program. Bruce also created the graphic interface for navigating and configuring the DVDs.

Brian Fearon and Michael Grootenboer have been pushing the creative bar using our Digital Juice stock animations, Sound Ideas Sound Effects, Boris Continuum Complete Effects and Marquee 3D title tool to spice up infomercials for *Velform New Today*, *True Cover* and more. Junior editor Kyle Campbell has just completed another episode of *'Back in Love'* featuring *'Lusty Latins'* with producer Andrew Fedosov. Kyle is now working on an episode of *'Tip Of My Tongue'* with producer Thé Tieu.

We're very excited about building our first HD online suite and we look forward to helping you through the HD production workflow as more and more of you deliver high impact, powerful, HD projects to your clients. Please feel free to call me to discuss your post production requirements. We look forward to seeing you soon; please have a wonderful, safe summer!

