



PLAY FROM HERE

PostScripts

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Welcome to our spring edition of PostScripts. It has been quite some time since our last newsletter and we've got a lot of exciting news to share with you. So grab your PPD mug and sit down for a quiet moment.

YouthCare Creates Awareness Of Developing World



Jenn and Rose in Kibera, Kenya: Rose is an HIV-positive young woman who likes to sing and dance, and dreams of one day becoming a pilot.

Welcome Bob Williamson

Many of you have already met our new Client Care Coordinator, Bob Williamson, who took over the responsibilities at the front desk in December. Bob comes to PPD after a long career in communication sales and technology. He brings a wealth of client service experience and is looking forward to helping you with any questions you may have or to take your editing bookings.

Closed Captioning Now Available

We are pleased to announce that we can now provide closed captioning for your videos! This is a service which many of our clients have been asking for. Our new service will include standard closed or open captioning on tape as well as captioning for DVDs and Windows Media Files. Please call Al for more information.

Helping students to become aware of life in the developing world is former MuchMusic VJ Jennifer Hollett's new passion. She is volunteering with CARE and has just returned from East Africa with her video camera. Working with editors Bari Goodis and Mike Burshtyn, Jenn created a DVD with three stories of teenagers living with HIV in Kenya.

These videos are part of a cross-Canada, multimedia high school tour addressing global poverty and HIV/AIDS. For more information on the project visit www.care.ca/youthcare.



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Continuing Technical Upgrades

In our quest to provide our editors with the best creative tools, we have upgraded our Boris Continuum Complete effects packages in all six edit suites. This version of Boris adds new motion keyers, motion tracking, optical stabilizers and a host of new filters including 3D shatters to our already vast tool box. We have also upgraded our DVD burner enabling us to burn Dual Layer DVDR-9 disks. Our new burner was put to the test for the *Ronnie Hawkins "Still Alive and Kicking"* DVD which will be in stores soon.

HDV Is Here

In the last few newsletters we have been addressing HD workflow and one of the technologies we discussed was the Sony/JVC HDV format. Some of our clients are now shooting in HDV using both the simulated 24p and 30p settings.

We have installed an HDV player/recorder in Edit 6 and we hope to make it available to all edit suites in the very near future. If you are planning to shoot on any HD format please call Al to discuss your post-production workflow before booking your edit time.

Six Terabytes Of Shared Storage

In mid-January we took a gigantic step forward by installing a six-Terabyte media server. This powerful SAN (storage area network) gives all edit suites, the DTF backup station and the DVD authoring suite access to all projects and media. Multiple edit suites can read the same media simultaneously, creating a very fast workflow. Restripping of drives to handle uncompressed projects is no longer necessary, so uncompressed quality can be easily accommodated. We can now offer 100 Gbs of storage for every session (up from 36 Gbs) at no extra charge.

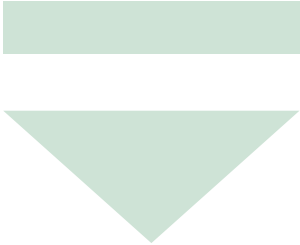
Bruce Is Back

Those of you who remember our early days at Richmond and Church will know our first editor Bruce Rees. Bruce left PPD a few years ago and was working in an ad agency editing national spots for clients like General Motors. After a six-month hiatus in Asia, Bruce returned to Toronto and is once again working with PPD. Welcome back Bruce!

Speaking of editors, Brian has just wrapped up editing another promotional video for a Kuwaiti travel destination. Working once again with producer Laurie Few, Brian crafted an exciting video in both English and Arabic for "*Failaka Island*".

Michael G. has been busy working on "*Sudden Glow*" and "*True Cover*" 30-minute infomercials while Erin's creative skills were put to good use on a recent video for RIM. This launch video for a new Blackberry called for elaborate motion-tracking effects to insert screen shots into the Blackberry's monitor as it rotated. Working with freelance director Jim Bird and producer Tom Rockliff of The Saint John Group we were able to give the video the look RIM was after.

Michael B. and junior editor Kyle Campbell have been working on a pilot for a new *Much More Music* show while Bari Goodis has just finished work on "*Back in 1995*" and went straight into editing a new episode of "*Video on Trial*".



If you couldn't find your PPD mug be sure to drop in to get a pair of our new mugs! I hope you enjoyed catching up with our news... we look forward to seeing you soon.

Al Mitchell