



PLAY FROM HERE

# PostScripts

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*It's hard to believe it's been six months since our last newsletter; time really does seem to be flying faster than ever. We've got a lot of news to share with you so please grab a cool summer drink and read on!*

## Chevy Rocks The Road With The Jonas Brothers

### Major AVID Upgrades On The Way

In keeping with our tradition of technical excellence we will be upgrading our Avid systems in August. Three of the edit suites will feature the newly-released Media Composer Nitris DX while the fourth will be a full-up Avid Symphony Nitris DX system.

The Symphony will offer very advanced colour correction and universal mastering. It will be equipped with a 46" Sony Bravia LCD panel, HD scopes and 5.1 audio monitoring. All the new systems will offer both HD and SD editing and will be faster than our current hardware; there will also be some great new features.

Please contact Al Mitchell for more about this exciting upgrade and to get a copy of our new rate card. Watch for our next newsletter for additional details.



*Producer Michael Sarner and editor Michael Burshtyn working on Chevy promo spots for use during Jonas Brothers concerts.*

Los Angeles-based producer/directors Michael Sarner and Matt Gannon recently hired PPD to cut three Chevy promotional spots for the Jonas Brothers' North American Tour. The spots, all shot and edited in HD, featured the band driving around Toronto in a yet-to-be-released Chevy Tahoe Hybrid SUV.

Working with editor Michael Burshtyn, Sarner and Gannon crafted the three one-minute HD spots (as well as a two-hour show reel) which will be projected behind the band during the concerts.

*Michael and Matt said, "We loved working in such a fun creative environment but we especially loved the free lunch and the lemon birthday cake. Happy Birthday Cristina!"*



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

## Useful Tip: Repurpose Old Videos

These days producers and end clients are looking for new and interesting ways of presenting their videos. The concept of repurposing old videos for use on new delivery channels has really taken off. So whether you need to encode files for website delivery including Flash, or you want to play your videos on a Digital Picture Frame display or perhaps a video kiosk, PPD can prepare the files you need.

## Blu-Ray Disc Authoring Is Awesome

When Intelligent Creatures, a feature film special-effects company, needed a DVD demo reel of their work they turned to PPD to get the job done. Their existing demo reel was an SD DVD which needed updating. After meeting with the client, editor Bruce Rees convinced them to consider an HD workflow to truly showcase their amazing visual effects work. Bruce converted their film resolution 2k Cineon files to HD and using our Final Cut Pro HD suite edited an exciting demo of their work. We then encoded QuickTime H.264 files and authored a Blu-Ray Disc to give Intelligent Creatures a full HD demo reel.

We just completed another HD demo reel for Exploration Production Inc., the production arm of Discovery Channel. They needed a three-minute "Sizzle Reel" for an upcoming pitch and they turned to editor Brian Fearon to craft this fast-paced demo out of the many HD shows which EPI has produced. The source tapes for the project were all HDCAM-SR with many streams of Dolby-E encoded audio. Brian worked with producers Andy Bianchi and Dave Litman in one of our Avid Symphony suites to offline the piece. They were able to send the executive at EPI periodic updates of their progress using our web streaming approval system. Once the picture was locked it was turned over to Michael Burshtyn for the HD online in our Final Cut Pro HD suite. The completed picture output was laid back to HDCAM-SR while the final 5.1 audio mix was completed at CTV Specialty.

## HD Horror Story Goes To Cannes

When independent film producers John Geddes and Jesse Cook came to PPD asking for help creating the credit roll for their independent horror film "Scarce", we never dreamed our work would be screened at Cannes. Working with editor Bruce Rees, John and Jesse not only fixed the credit roll but stayed on to do a final edit pass and extensive colour correction throughout the 90 minute HD film.

The producers were so confident in their final product they flew to Cannes and got the attention of North American and European film distributors. They were also featured on the front page of the May 23<sup>rd</sup> Toronto Star Entertainment section. Congratulations John and Jesse!

## City of Mississauga Commercial

Two years ago the City of Mississauga ran a commercial at Pearson International Airport to let travelers know they had just landed in a very interesting place. It was so successful they decided to work once again with editor Erin Carroll to create a new 30-second spot, making extensive use of dramatic still images and dynamic type. Watch for it on the monitors the next time you are picking up your luggage.

*Whether you're working on a short-form TV commercial, video news release, promo, demo reel or a long-form TV series, documentary, independent film, corporate or event video our editors can help you every step of the way, from pre-production consulting to offline editing to final SD or HD finishing. Please feel free to call me at any time to discuss your next project.*

