

Dateline: Southfield MI

Slug: Production People Release First Full HD Production.

The Production People LTD (TPPL) recently produced a Full HD video for New Detroit Inc. that premiered at the Detroit Opera House on June 18, 2008. The 15 minute presentation for the Closing the Gap Awards was shot at various locations in the Detroit Metro area.

The show features interviews at various locations both interior and exterior and "A" and "B" roll of operations.

"Everyone agrees that this year's *Closing the Gap* dinner video is 'the best ever!'...It takes special talent and insight to tell New Detroit's story effectively, and we were fortunate to work with you again in crafting and delivering our message" said Shirley R. Stancato, President and CEO.

"We chose to upgrade to HD in 2008", commented W. Jackson "Jack" Wertz TPPL President and Producer-Director for this project, "because the demand is here and the price points are at a level which made sense for us."

"In looking over our inventory of field production equipment we needed to find an alternative to our aging Betacam SP cameras. After much research we chose to purchase 3 HD cameras. We used the Sony PVW EX1 for most of this production. "The workflow took a little getting used to because this is much different than videotape, but now that I've seen how this works I don't think I ever want to see another tape." commented Wertz

"The seamless NLE workflow saves time because there is essentially no digitizing. You just transfer computer files into your NLE and you have all the thumbnails of your field work instantly available to you for editing."

"We chose the latest Edius 4.6 software and loaded it on a new dual quad core computer with an external ESATA Raid array. This combination offered speed and flexibility that was equal to the ease of operation in SD."

"Our edit solution allowed us to mix older SD footage with both HD 1920 x 1080 and 1440 x 1080 on the same timeline without the need for conversion. This meant we could edit quickly and efficiently in real time."

"We chose to release this program in Blu-Ray and the results were better than we expected. It took just 3 minutes and 35 seconds to burn a Full HD Blu-Ray of the project. For those not able to play Blu-Ray we authored SD 480i DVDs from the same file in 16 x 9."

"We now have the capability to gather and release in most any current medium from Full HD to Podcast."

The Production People, LTD is a full service media Production Company established in 1984 and located in Southfield MI.