

Spotlight on: The NVIDIA Quadro® FX 4500 SDI by PNY Technologies®

Creative Bridge Takes Production Editing On Location with Globalstor® Data

After years of on-location digital film shooting and film production experience, the founders of Creative Bridge set out to re-define post-production in the film and professional video industry. The concept had the potential to revolutionize the creative process for producing digital content; Creative Bridge would take the production lab on location.

"We built a mobile digital lab and theater (MDLT) in a truck 36 feet long and 10 feet high," explained Dan Lion, partner and co-founder of Creative Bridge. "We ingest the digital film into our truck, on-set, and allow Cinematographers, Directors and Editors to review the data, make edit decisions and color-correct circle takes, in a non-destructive fashion and output these decisions, along with custom looks and the original 4:4:4 data, without leaving the location."

More filmmakers are shooting commercials, feature films or movies of the week with the high-end digital data capture devices, such as those from Thomson®, Panavision®, and other high-end, high-definition cameras. Each production involves an extensive amount of data to ingest, push, pull and store.

"We needed a really fast machine," recalled Lion, "one that could handle our unique workflow requirements and integrate seamlessly to support our choice of data-centric/DI software, SCRATCH™ by ASSIMILATE. Globalstor's ExtremeStor DI was the best solution we found to be able to handle that much data." In the past, if the director of photography (DP) wanted, for example, to add some red to a look, the color red might mean one thing to the DP and something totally different to the telecine operator or the person in post production. Those types of mistakes cause expensive and unnecessary delays in production. Utilizing Creative Bridge's MDLT, the digital file of the day's shoot is ingested into the ExtremeStor DI faster than real time. The director and director of photography can then make color adjustments and edit decisions on site that will carry throughout the project, without ever leaving the set.

"We call it a 'pre-post'," explained Brian Gaffney, partner and co-founder of Creative Bridge. "In the past, the lines between film production and film post production were very distinct, this process and the MDLT essentially

bridges the gap between production and post production enabling us to offer our clients an immediate look at their picture and the opportunity to make on-the-spot creative decisions," Gaffney continued. "Yes, you're saving time and the cost of the film transfer and the telecine costs and all that, but the real key is that you're going to have more time to be creative, more time to tell your story."

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Brian Gaffney partner and co-founder of Creative Bridge.

According to Gaffney, Creative Bridge researched several options before making their purchase decision, including several types of servers and critical components ranging from graphic boards to video cards. "The key to providing value for production is that we can develop looks on set

and provide immediate feedback to the Director and DP. There isn't time for making and rendering proxies. We need full resolution, real-time playback with primary and secondary color corrections applied to create look up tables that will be applied to the raw DPX files during the final transfer to film or finishing. We get this performance directly by rendering in real-time in the powerful GPU accelerators of the NVIDIA Quadro® FX 4500 SDI by PNY Technologies®. With

HD-SDI output on the graphic board, we can monitor these display LUTs in our native 1920 x 1080 projector in our mobile lab while simultaneously driving our desktop and cinema displays."

For Creative Bridge, no other DI solution in the market was able to match the price/performance of the Globalstor ExtremeStor DI. "Globalstor has put all the essentials into one complete package," said Gaffney. "Now, with the performance of Globalstor's ExtremeStor DI solution combined with SCRATCH in our mobile rig, we can work with the DP to create that look and make a digital set of numbers that will pass through to the final product so that the vision that the director sees early on, is exactly what he gets at the back end."



Photo left to right: Marker Karahadian, CEO and President of Plus8digital, Brian Gaffney and Dan Lion, Partners in Creative Bridge, Inc., and Robert Glassenberg, VP sales & Marketing for Plus8digital.

"Creative Bridge," continued.

Prior to the Creative Bridge mobile digital lab, the very best that a director and producer could expect was to receive their dailies at the end of the day. The MDLT is now a part of a chain that's replacing the telecine, the lab and related steps that take up valuable time and cost money. Instead of taking the production to a lab, processing that content overnight, sending the project back for a viewing, then to a telecine to have the video transferred into data; directors now have the option to eliminate that whole process.

"When we started building on the concept of a mobile digital lab, we were looking for something that was very fast, very robust and that also offered us the ability to take

in fibre channel, gigabit Ethernet, as well as use the NVIDIA Quadro FX graphic boards and the BlueFish cards," recalled Gaffney. "With Globalstor, all of those elements were already built in. For the price, performance and features, no other DI solution was able to offer us what the Globalstor ExtremeStor DI did. It's a complete server solution."



The Creative Bridge MDLT: the world's first Mobile Digital lab and theater, pioneered by Creative Bridge, Inc., to provide "pre-post" look management and supervision in a controlled environment at the production location.*

The ExtremeStor-DI used by Creative Bridge features the latest NVIDIA Quadro FX 4500 SDI by PNY Technologies and the Bluefish444 HD LUST card, Windows® XP, Optional Fire Wire 800 and Optional Fibre Channel interfaces on a Dual Xeon server.

The NVIDIA Quadro FX 4500 SDI by PNY Technologies® delivers uncompressed 12-bit HDSI in 2K, HD or SD formats and enables Creative Bridge to achieve the color accuracy and real-time rendering they require for color correction. It also allows Creative Bridge to preview in real-time, the results of their editing and color grading on HD broadcast monitors.

"What really got us was Globalstor's knowledge base of the computer industry the video application side, as well as the support," confessed Gaffney. "Lots of vendors that we talked to knew what their product did, but they didn't know how to apply it. Globalstor understands.

The features of the ExtremeStor DI were one reason to purchase, price was another, but it was the support behind it, in this critical industry; that really impressed us."

The solution Globalstor recommended to Creative Bridge incorporates 24, 400GB hot-swappable SATA hard drives for up to 9.6TB of local storage, providing Creative Bridge's clients with exceptional post-production capabilities. Paired with SCRATCH and the NVIDIA Quadro FX 4500 SDI by PNY Technologies graphic board, ExtremeStor-DI is a fault-tolerant high definition DI solution providing real-time playback at HD and 2K resolutions as well as offering a complete end-to-end pipeline connecting the filmmaking process from production through DI post production.

About Creative Bridge, Inc. : Creative Bridge provides state of the art Mobile Digital Lab and Preview Theaters at location, as well as HD equipment rental and creative support for the Digital Intermediate process. www.creativebridgeinc.com.

About Globalstor Data : An OEM with a full spectrum of hardware and software support, Globalstor offers a broad spectrum of broadcast and video professional solutions including DVD-R Digital Dailies solutions, 2K/4K Digital Intermediate solutions, and high-performance hi-definition video servers offering scaleable storage up to 9.6TB. www.globalstor.com

About ASSIMILATE : ASSIMILATE™ is transforming post production with its SCRATCH™ Data-Centric Workflow Solution, the essential mix for a resolution-independent pipeline. Along with data management, SCRATCH features a rich set of DI and post tools for working in any combination of HD, SD, film (2K, 4K and beyond). ASSIMILATE is committed to empowering a broad spectrum of creative and post professionals with state-of-the-art, easy-to-use, data-centric solutions that deliver optimal price/performance. To learn more about SCRATCH and to access customer case studies, see www.assimilateinc.com

ABOUT PNY TECHNOLOGIES, INC.

Established in 1985, PNY Technologies®, Inc. is a leading supplier and marketer of NVIDIA Quadro® by PNY professional graphics boards and Verto -brand consumer graphics cards. The company also offers a full line of memory upgrade modules, flash media, Attaché™ USB flash drives, flash peripherals. Headquartered in Parsippany, N.J., PNY maintains facilities in North America (Santa Clara and Orange County, CA, Miami, FL and Parsippany, N.J.), Europe (France, United Kingdom, Germany) and Asia (Taiwan).

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* Photos courtesy of Creative Bridge Inc.