



Greene HD Productions

For Video Production on Wheels, Apple Tools Bring Benefits into Sharp Focus

Challenges

- Combine pre- and post-production services for HD video
- Reduce costs by consolidating services
- Enable a truly collaborative yet mobile work environment
- Offer onsite media-editing capabilities
- Allow for a simpler creative workflow
- Boost quality and add more effects

Solution

- Install Mac Pro workstations for powerful computing
- Use Final Cut Studio for industry-standard editing tools
- Implement Xsan to accommodate new volumes and users
- Use Xserve for high-performance, efficient storage
- Employ Xserve RAID for low-cost, fast file storage

Results

- Saved broadcasters thousands of dollars in HD video production
- Reduced time to finished product from three weeks to three days
- Enabled productionwide, collaborative workflow
- Allowed for efficient sharing of files
- Improved quality and effects

Profiles in Success

It attracts attention on highways and in parking lots. From the outside, it resembles a rock star's luxury motorcoach. But step inside the Greene HDTV Production Mobile, and witness video production technology of the future. The reels-on-wheels solution, called the HDMC-1, contains a revolutionary multicamera support system that acts as a comprehensive television and film-editing studio—from the inside of a specially equipped Marathon Coach. Driving this innovative business model is a custom-built HD video-editing solution based on Apple technology.

"I've always liked Apple's pioneering spirit, so I'm a loyal customer and a big fan," says Brian Greene, CEO of Greene HD Productions. "By creating our system with Apple tools, we offer more advanced and creative HD video options than any other provider in a totally cost-effective way." Previously, he explains, capturing a live event required a tractor-trailer with a full film crew and unnecessary equipment. Even so, post-production processes were farmed out to editing houses.

The Greene HDTV Production Mobile brings broadcasting and post-production services under one roof, at a cost Greene says is lower than contracting third-party vendor services. By offering a complete turnkey solution, Greene HD's production vehicle can deliver the final product in three days instead of three weeks—saving broadcasters untold thousands of dollars.

With the Greene HDTV Production Mobile, the crew doesn't need to be at the venue to work on the output. The tapeless feed is brought directly to an Apple Xsan enterprise-class storage area network, where it resides on one of 10 uncompressed, high-definition Xserve servers supported by Xserve RAID. As soon as a shoot is complete, the director, editor, and other key people can climb on board at their convenience to begin fine-tuning post-production.

Editing in motion

As a complete media production environment on wheels, the Greene HDTV Production Mobile offers clients a budget-conscious broadcast studio that doesn't compromise on quality. The motorcoach can accommodate up to 12 cameras and provides state-of-the-art engineering controls. The editing bays on the Production Mobile feature Mac Pro workstations running Apple Final Cut Studio—the industry-standard broadcast tools suite. "Final Cut Studio is extremely well accepted by all of our customers," says Greene.

Whether filming a documentary or shooting an arena event, having a complete, always-ready production studio is a tremendous time and money saver. From inside the Greene HDTV Production Mobile, directors can view dailies or conduct offline editing immediately in a comfortable workspace that truly fosters collaboration. What's more, post-production work can begin while the event is still unfolding. For example, at a typical two-hour concert, the feed can be reviewed and edited while the show is



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still in progress. By the end of the performance, perhaps 70 percent of the material is complete, leaving the remaining 30 percent for corrections or other choice shots. The creative team uses Final Cut Studio to add graphics and special effects and to mix the audio track on the spot. In the past, post-production work could only begin after the concert ended, and only after the stack of tapes arrived on the doorstep of an outside editor who was usually unfamiliar with the material. With access to state-of-the-art tools and immediate familiarity with the material, teams can boost quality, and they have more time to add compelling effects.

Fostering creative, collaborative workflow

Greene appreciates the unique capabilities that Apple tools bring to this new concept in mobile production. "With a one-of-a-kind computer and server system built by Apple, there is very little that this mobile unit cannot accomplish on the set or even on the road," he says. Besides featuring "stadium-style" seating in the production room, the cabin can sleep up to four crew members—which can be a lifesaver for late-night accommodations.

At major events, the media motorcoach is filling yet another untapped niche: supporting big-budget sporting events and award shows. While these types of productions are usually served by massive trucks and equipment, there is seldom a quiet space for executive producers and VIPs to watch camera feeds and communicate with one another. The Greene HD mobile unit delivers a first-rate viewing environment for creative professionals to collaborate while letting their technical crew continue working on the set, undisturbed.

Greene realizes that custom-built solutions developed with Apple technology have transformed the media production industry. "We have received a huge amount of excitement and recognition in our field," he confirms, pointing out that the Greene mobile unit has taken home numerous awards.

In 2007 alone, his company received two Best of Show awards at NAB—the world's largest electronic media exposition—along with the Top Innovation award from Television Broadcast magazine. He admits that the Greene HD relationship with Apple generates waves of enthusiasm and interest wherever the bus takes him. "What we have built is as exciting and revolutionary in the mobile production industry as the iPhone is in the world of cell phones," he adds.

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