

A New Concept in Mobile Production

When Brian Greene of Greene HD Productions approached Marathon Coach to create the most versatile, and mobile, high-definition production vehicle in North America, the custom luxury bus-conversion company stepped up to the challenge.

The result? A specialty vehicle outfitted with enough movie-making tools to make even Steven Spielberg jealous. Dubbed the "HDMC-1," the production possibilities inside the 45-foot-by-9-foot cabin are endless.

"There are currently 32 high-definition tractor-trailer trucks out there," said Brian. "But the HDMC-1 is the only one that's a coach."

A sampling of the cabin's specialty features include a mobile editing suite custom designed by Apple Computers, multiple advanced multi-image display screens, Sony HD cameras, studio-quality tapeless recording for as many as seven different channels, and a Yamaha 56 channel audio mixer.

"We've created a system where everything we tape is immediately

put onto a server which allows for instant and mobile editing," said Brian. "With this new technology, we can cut three weeks of editing down to three days."

The coach is the most luxurious in the industry. In addition to the array of HD production equipment, four crew members can sleep comfortably, enjoy a full galley and bath, or lounge in the production room's "stadium" seating while traveling the nation in search of the perfect shot.

A benefit that you don't see anywhere else in the industry is being able to keep your core crew together. A core crew is typically four or five key personnel. If you're working out of a production truck, you have to travel separately from the truck and gear to get to your next destination. You add on travel expenses and lose valuable production time while the crew is not together. On the road in HDMC-1 the core crew has the chance to brainstorm, continue to work, edit, and do other engineering tasks while on the road. You can't do that with any

other production tool on the road right now.

Our clients are always surprised when they first walk into HDMC-1. What they're used to in a production truck is something that has a lot of equipment that is typically putting off a lot of heat, that has narrow aisles, and has no creature comforts whatsoever. There are no frills in a production truck, only the equipment to get the job done. You're talking about a full length tractor-trailer with double slides, much bigger than what you put on a coach. Those big trucks are designed to do 26 cameras at Superbowls.

"When producers come in to do a small show and they walk in and see the leather sofas, the granite floor, very comfortable surroundings where the production room is, they don't know what to think about it. Everybody gets a grin on their face, it is just so different."

Brian says the fabulous service crew in Texas have dubbed the HDMC-1 a "working" coach. In other words, it has to work for its living. An accurate portrayal because it earns revenue for the company and it is not really designed to be a pleasure vehicle. Still, Brian says he gets a kick out of driving it, and just like everybody else that has a Marathon coach, you get a reaction from outsiders who haven't seen them, and they want to go on board and see what it is all about.

The HDMC-1 is actually the second HD coach that Marathon has produced for Greene HD Productions. Transformation of the Prevost began in November



HDMC-1 *The Most Versatile HD Television Production Mobile in North America*



2006, and includes even more HD cameras, monitors, editing studios, recording equipment, and luxury amenities than the first.

“This coach is born from three years of research and development,” said Brian. “We wanted to build a more permanent model that would fit multiple needs.”

Some of those needs are supporting mobile documentary projects, and being on location for daily rough-cuts on major motion picture sets.

Brian’s business got its start producing industrial and commercial programs. In 1995, Brian began experimenting in HD production and has since grown to be a leader in the HD production world. He has collaborated with corporate America, the broadcast industry, and digital technology companies such as Samsung and Philips, to name a few, as well as broadcasters such as Discovery, History Channel, FOX, PBS, NHK, and the BBC. His production company,

based in Arlington, Texas, has won numerous local, regional, and national industry awards, including an Emmy nomination.

At Marathon, each coach is designed to be original, technologically savvy, and exclusive. The HDMC-1 redefines mobile high-definition production, and Marathon is excited to include this coach in their line of exclusive conversion vehicles.

“We couldn’t have built a coach like this 18 months ago,” said Brian. “We are on the edge of the latest-and-greatest technology out there.”

The HDMC-1 has now been on the road for 18 months and produced everything from rock concerts to TV series. Recent productions include episodes of the nationally syndicated *The Club House*; 39 one hour episodes of *Johnnie High’s Country Music Review*, which reaches 40 million homes; the North American finals of the *Ferrari Challenge*;

a Nine Inch Nails concert, and much more. In upcoming issues of *HDMC News* we will focus on projects that the HDMC-1 has and is working on in more depth.

Next on Brian’s agenda is to show off the HDMC-1 at the NATPE convention in Las Vegas, January 26-29 (come see Brian at booth 620). This will be the third HDMC-1 showing at the NATPE convention. The HDMC-1 has also won two Best of Show Awards at NAB, the world’s largest electronic media show. •

HDMC-1

Now Booking for 2009

817-860-4086

HDMC-1 *The Most Versatile HD Television Production Mobile in North America*



Built on a 45' XLV2S Marathon Coach, the HDMC-1 feeds uncompressed, real-time high-definition images directly into Apple computer drives for instant, long-term access to material. The HDMC-1 provides efficient, mobile post-production abilities, saving weeks of turnaround time and allowing editors to immediately edit material.



Master Control is where it all happens! All of the cameras are recorded separately on the special built server/computer system by Apple. This allows immediate access to the material for editing purposes as soon as the live show is complete.

High-Definition Mobile Coach Advantages:

- Up to 12 HD Cameras
- Two Advanced Edit Stations
- In-Motion Editing
- Tapeless Recording Environment
- "Stadium" Seating in Production Room
- Audio Mixing Cabin
- Fiber-Based HDSDI Cable
- Producers Lounge
- Full Galley / Full Bath
- Sleeps up to 4 Crew Members
- Most Luxurious in the Industry

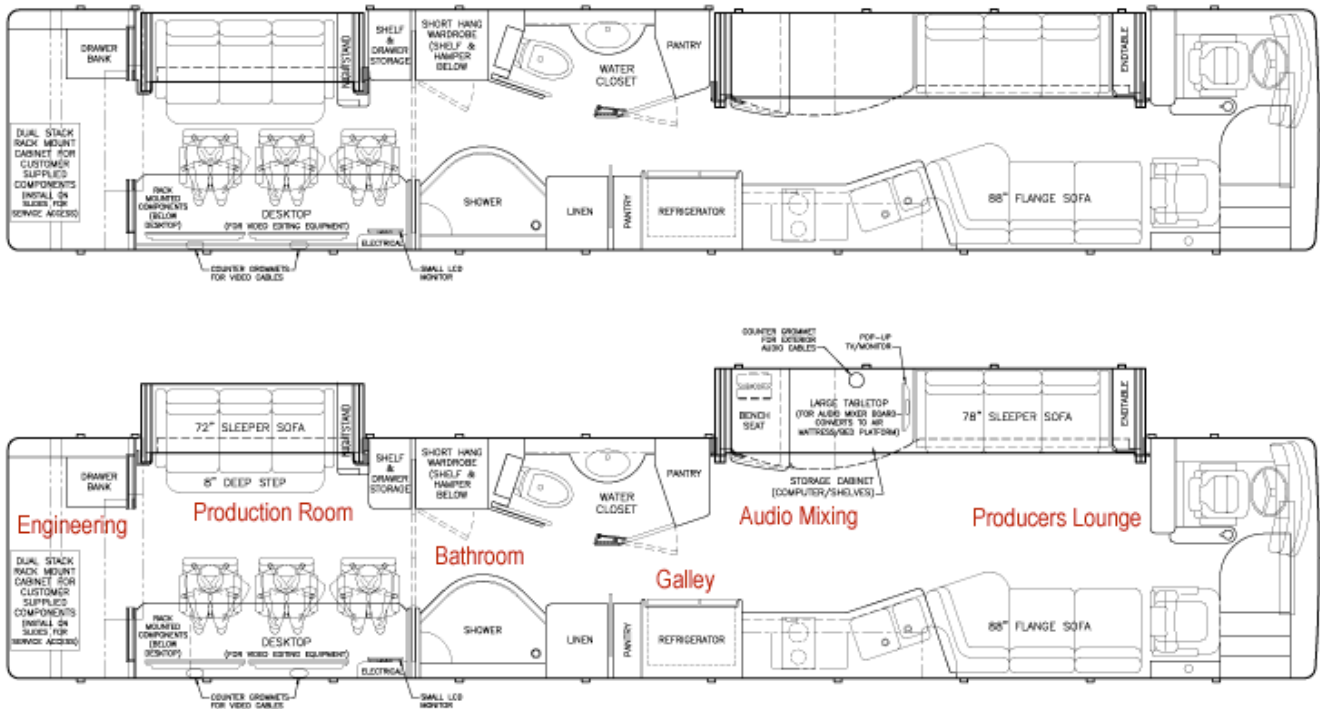
HDMC-1 Features:

- 24TB Tapeless ISO Recording for up to 7 Channels
- Complete HDTV Mobile Edit Suite by Apple Computers
- Ross Synergy Multi-Definition 2 ME Switcher
- Miranda Kaleido HD Multi-Image Display
- Yamaha 56 Channel Audio Mixer
- Leader 7700 Rasterizer
- Sony HDCam Cameras and Studio VTRs



The HDMC-1 contains one 50" monitor, one 15" monitor, and two 23" monitors with stadium seating for directors in the production room. A complete audio mixing station with a Dell Monitor is available near the full bath, full galley, and the producers lounge features a 46" monitor for full presentation.

HDMC-1 Floorplan



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