

AMG TELEVISION PRODUCTIONS

Satisfying The Need For Speed with EDIUS

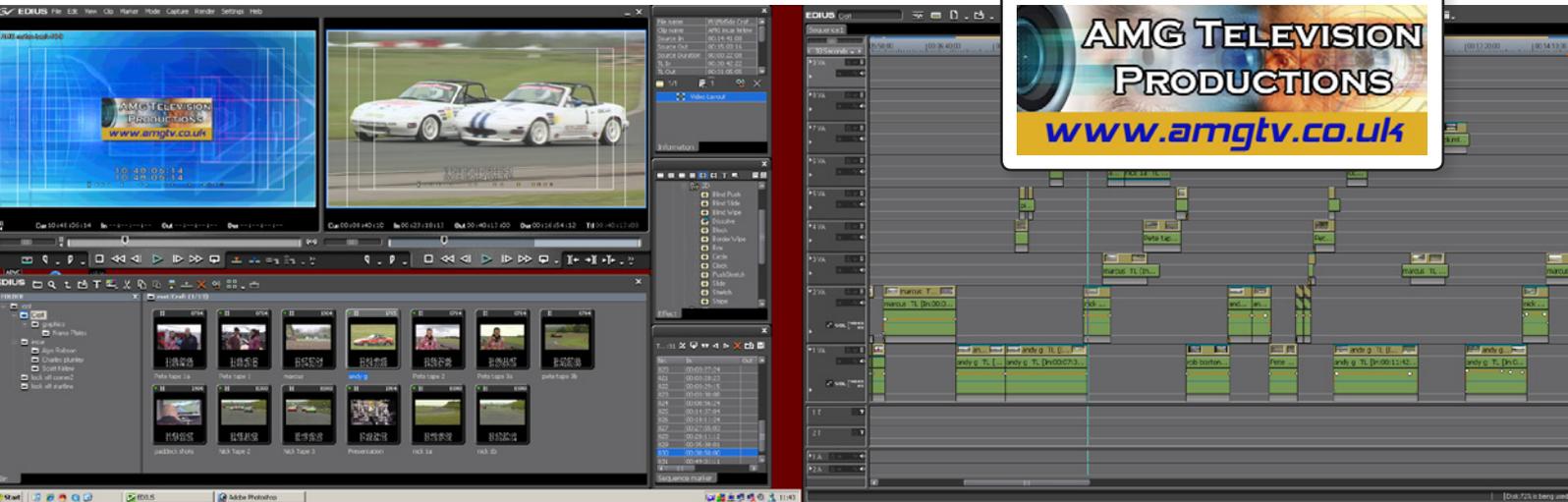
CUSTOMER:

 AMG Television Productions, UK
www.amgtv.co.uk
APPLICATION:

Sports Programming Post Production

NLE:

EDIUS 5.1



Andy Glossop has a need for speed. Whether it's watching his beloved motor sports racing for pleasure or editing television sports programming for the UK's popular Channel 5, he likes things to happen quickly—give it to him fast and furious!

As owner and executive producer of AMG Television Productions, Glossop understands the unique requirements of digital video production and the increasing demands his clients place on him. It's this need for real-time processing and effects in order to turn around completed projects quickly that led him to use the latest version of Grass Valley™ EDIUS® editing software. Glossop is such a fan of EDIUS, he's used every version of the NLE software since 1998.

Founded in 1994, AMG Television Productions is made up of Glossop, one full time employee, and various freelancers that are used as needed. The company produces more than 300 original programs per year, including two weekly "Race & Rally UK" programs for "Motors TV," plus three separate series running on the "Men & Motors" channel.

AMG shoots, edits, and produces all of the coverage for various Race & Rally Championships throughout Great Britain. Current clients include SEAT UK, TVR, Mazda, Ford, and the British Historic Championship. It is also producing coverage of the Open Rallycross Championship races exclusively for Men & Motors.

All of the various racing events are captured live and then cut in Glossop's studios in Cheshire. Single episodes can take days or more to complete. A recent Rallycross Championship program, for example, incorporated images culled from 60 hours of footage, including those shot with minicams, in-car cameras, and traditional cameras.

Glossop's team currently uses EDIUS 5.1, which natively edits material in all major tapeless formats and also includes the proven Canopus® HQ codec that assists in providing real-time, multi-layer SD and HD editing. EDIUS 5.1 runs on Microsoft's Windows Vista operating system and features new GPU-accelerated effects, much-improved MPEG-2 processing through hyper-threading, and can handle footage captured with AVC-Intra cameras.

"For our motor racing shows, audio is perhaps the most compelling element. The new audio filters are great for tweaking the scenes. Different cameras seem to have differing audio characteristics, but EDIUS sorts it all out. And when finalizing the voiceovers and sportscaster commentary, the 'Properties' option and 'Layout' tool within EDIUS are absolutely essential, enabling us to work with almost anything sent to us."

Andy Glossop, Owner & Executive Producer, AMG Television Productions

“We couldn’t complete the types of projects we do, in the fast timeframe we do, without EDIUS as the central part of our editing services. In today’s ever-increasing pace of turnaround expectations, EDIUS allows us to get on with the job and offer clients the highest quality projects at an affordable price. It’s what keeps us successful in a very competitive business.”

Andy Glossop, Owner & Executive Producer,
AMG Television Productions



What specifically stands out for Glossop in EDIUS 5.1 are the new audio features which he uses extensively to marry the standard-definition footage and audio elements captured at the track. Programs sometimes include the addition of HD footage, which is downconverted within EDIUS to seamlessly match with the SD scenes.

Other new EDIUS 5.1 features include improved handling of P2 and XDCAM clips to download only the high-

resolution material required for the final program. This saves time and allows Glossop and his staff—editing in a file-based environment—to begin working immediately and more efficiently. The new version of EDIUS also allows them to output a completed timeline to Blu-ray Disc.

For Glossop, EDIUS’ ability to work with different formats on the same timeline has helped his business offer production services to a wide variety of clients with

vastly different programming needs. This multi-format functionality has helped Glossop improve productivity at his company while getting the most from his investment.

For AMG Television Productions, the Grass Valley EDIUS package is more than up to the task of working at the fast pace required to remain successful. For Glossop and his team, it’s full speed ahead with EDIUS...and no looking back.

SALES

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