

# RUSTY ROGERS FILMS

With the Grass Valley EDIUS NLE,  
embracing new workflows is easy

**CUSTOMER:**

Rusty Rogers Films  
Sacramento, Calif.  
www.rustyrogersfilms.com

**APPLICATION:**

Production and post-production  
of special events, corporate  
training videos, and television  
programs.



**After more than 15 years in the video production business, Rusty Rogers understands how critical it is to leverage the latest technology. Yet, while embracing many of the latest new media tools in use today by production professionals, he continues to trust his most important projects to an editing platform that he began using in the mid 1990s—The Grass Valley™ EDIUS® NLE.**

“EDIUS has been a rock-solid platform. That’s why I have followed it through its many versions over the years. I haven’t found a more comfortable interface or one that can provide me with the tools I like to use most often.”

**Rusty Rogers**, Owner  
Rusty Rogers Films

## NEW TOOLS, NEW WORKFLOWS

Through his company, Rusty Rogers Films, Rogers completes roughly 65 high-definition video projects a year. These include special events, corporate training videos, and television programs for Sacramento, California’s PBS member station—KVIE. It’s Rogers’ EDIUS NLE that allows him to be so prolific. The version he’s now using, EDIUS 5.5, is Windows 7-compatible and offers EOS movie file (H.264 QuickTime) editing that is perfect for professional videographers like Rogers, who has begun shooting 1080 HD video with a Canon T2i (EOS 550D) digital single lens reflex (DSLR) camera.

Of course, he still uses traditional-style video camcorders, like the Sony EX-1, so EDIUS’s ability to handle multiple formats, codecs, resolutions, and aspect ratios on the same timeline and edit natively in real time is a huge time and effort saver.

Rogers recently used both the Canon DSLR and Sony video cameras to capture a four-day Sikh wedding in Central California that incorporated dozens of hours of footage. Back in his studio in Sacramento, Rogers was able to easily import the various video files into EDIUS and begin working immediately, also creating a full stereo audio mix within EDIUS.

Using the numerous image-processing tools within EDIUS, he completed the entire project and output the final master to a Blu-ray disc in a matter of days. While more of a traditional “cut and fade” editor, Rogers wants to tell the story in the most natural way. With that in mind, he’ll sometimes use the Old Movie filter, using only the Border Darkening feature found within EDIUS, adding extra rich colors that make the video images pop off the screen. An effect which his clients love as well.



“The HQ codec works as smooth as silk. EDIUS does all of things I need it to do and it allows me to customize the interface to work the way I like to work. This saves me significant time and effort. When I hear what some other editors have to go through to complete their jobs, I try to hide my surprise.”

**Rusty Rogers**, Owner  
Rusty Rogers Films

## SPEED IS EVERYTHING

Using a Lenovo 20D desktop PC workstation with dual Xeon 5550 processors, 20 GB of RAM and 13.5 TB of storage capacity to run EDIUS, Rogers is so used to the way EDIUS can process effects in real time—with its exclusive, built-in HQ codec—that he often forgets that he can complete a project a lot faster than some of his competitor/friends that are using other edit systems, until they start talking about their work amongst themselves.

While Rogers continues to follow and update his EDIUS platform, he still has fond memories of working with the original EDIUS software from Canopus (which was later acquired by Grass Valley).

While Rogers started with EDIUS in 1995 after being unhappy with other editing products on the market at the time, today he still can't find a more intuitive interface and one that does not require him to “jump through hoops” to do what he loves to do most: tell compelling stories and provide accurate accounts of past events.

“No other edit system can handle raw files at full resolution from the Canon DSLRs, period. So with my EDIUS system, I feel confident using a variety of cameras, always picking the best one for the job.”

**Rusty Rogers**, Owner  
Rusty Rogers Films

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