

# RED UNION FILMS

*Powder* — Real-time, mixed-format post production.

**CUSTOMER:**

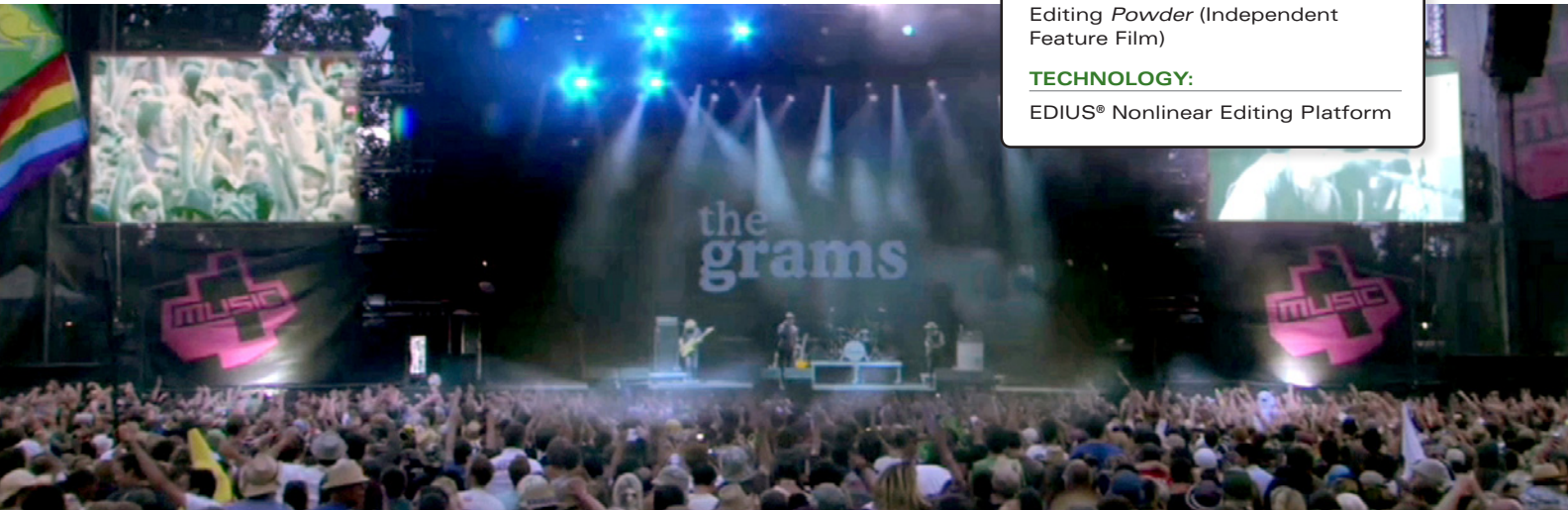
Red Union Films, Merseyside, UK  
www.redunionfilms.com

**APPLICATION:**

Editing *Powder* (Independent Feature Film)

**TECHNOLOGY:**

EDIUS® Nonlinear Editing Platform



## Red Union Films returns to EDIUS for the most complete editing solution.

Red Union Films is an independent movie production company, based in the north-west of England. It enjoyed great success with its 2009 feature film *Awaydays*, and has just completed the adaptation of another Kevin Sampson novel, *Powder*, about the rise and fall of a rock band.

For *Awaydays*, Red Union Films invested in its own editing facilities, based on the Grass Valley™ EDIUS, and this platform continued to do sterling service on *Powder*. Owning their own EDIUS systems has enabled Red Union Films to respond to all the creative variables that happen in independent filmmaking, while allowing them to maintain complete control over production from the beginning to the very end.

As producer, David Hughes had a set amount of money and did not want to rent or dry hire an edit facility: He wanted to own it so they would always be able to respond to whatever we needed.

*Awaydays* was shot on a variety of formats — from 16mm film through Panasonic VariCam to Phantom high-speed cameras. But this was not a concern for post production supervisor David Harry. While the ability to mix formats on the timeline was absolutely vital, it's exactly what EDIUS delivered.

The one thing that Red Union Films learned from doing *Awaydays* was how stable and solid the EDIUS system is. That sold them on EDIUS. Now, everything that they need to do in post would be based on EDIUS.

Another post production bonus was that, although EDIUS is a very powerful system in its own right, it is very easily integrated with other systems when necessary, such as the Steinberg Nuendo audio workstation also owned by Red Union Films.

**"We were able to integrate the EDIUS systems straight into the mixing software from Nuendo. We were up and running very quickly, and we could spend the time on our final mix, not on integration issues."**

**David Harry**, Post Production Supervisor  
Red Union Films



“As an indy producer we are always up against time and budget pressures, but EDIUS handled all the issues we were up against seamlessly. We never have to worry about how the system is going to stand up—we know it will do the job we need it to do.

**David Harry**, Post Production Supervisor  
Red Union Films

“One of the great things about the workflow that we set up was that we were able to import the day’s 5.1 mixes into the EDIUS timeline. We could then export directly from that timeline to a Blu-ray disc for our executive producers to have a look at. We were able to get their notes by the end of the evening and work on them the following day. EDIUS allows us to do that.”

**David Hughes**, Producer  
Red Union Films

As they did with *Awaydays*, they took the final cut of *Powder* to Summers Post in Manchester for the color grading on a DaVinci Resolve. While EDIUS does have grading tools, this was a specialist task, and it was very easy to export the file from one system to the other.

Everyone at Red Union Films agrees that in terms of quality, creativity, flexibility, and cost effectiveness EDIUS is the perfect solution for an independent production company. From Red Union Films’ point of view, EDIUS allows them to compete with the majors.

*Powder* is scheduled for general cinema release in the UK in August 2011.



For a behind the scenes look at how Red Union Films used EDIUS to post *Powder*, visit [http://video.grassvalley.com/video/gv360/Red\\_Union\\_Films/](http://video.grassvalley.com/video/gv360/Red_Union_Films/)

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