

# FROGMAN PRODUCTIONS

## Bringing Speed and Sophistication to Small Projects



### CUSTOMER

Frogman Productions, US

### CHALLENGES

Multiple projects ranging from weddings, to news, to corporate, each requiring a different workflow.

Fully-featured system that's affordable for small, full-service organizations.

Complete projects as quickly, efficiently, and artistically as possible.

### SOLUTION

EDIUS 6.5 with color correction, Layouter, and Mask toolsets to create sophisticated effects without having to launch additional video effects software.

### BENEFITS

The speed and ease of use to finish complex projects faster than any other NLE system.

### BACKGROUND

Whether he's editing a wedding video or training a young editor to cut news packages for the evening news, veteran editor Phil Hinkle brings the same level of enthusiasm and skill to his job. That's partly because he enjoys the art of editing, but also because of his editing system—EDIUS® from Grass Valley®.

But Hinkle also likes to work lean and mean with his edit station setup in the dining room of a small house in Stoughton, Wis. (just outside of Madison). Hinkle runs Frogman Productions and caters to event videography and specializes in postproduction training for local TV stations and other organizations. This diversity in his clientele has helped him understand the full power and flexibility of EDIUS and how the editing timeline can be customized for each specific job.

"When I edit a wedding or event project, I use a completely different layout and workflow within EDIUS than when I edit news pieces," said Hinkle. "That's the beauty of EDIUS. It's like two separate programs. The workflow and how things are laid out on the timeline can be very different, depending upon how I like to

work. EDIUS satisfies all of my needs—everything I need is inside EDIUS."

A long-time EDIUS user since v.1.5, Hinkle now uses EDIUS 6.52 on a standard \$1,000 PC laptop with an Intel Core i7 processor with external USB 2.0 or eSATA drives for storage. This purposely low-budget set up helps keep his costs down and allows him to charge affordable fees in his market.

"I'm a full-service production studio on the cheap," he said. "As a one-man-band, I can't afford expensive systems. For me, it's got to have all of the features I need, but I don't want to spend thousands of dollars getting it. I'm working with clients that don't want to spend a lot, so I have to keep my costs down."

For a wedding production, Hinkle and his crew usually set up three cameras, meaning that EDIUS will have to handle three streams of data and several audio elements, all on the same timeline.

In the course of editing a wedding video, he might sub-render a total of 1-2 minutes of video if the clip needs an extensive number of filters for a special look. The entire video is usually about 2 hours long when finished.

For news editing, Hinkle never has to render, thanks to the EDIUS software's real-time processing capabilities. Hinkle and other TV station editors simply edit their stories and push them to the server... that's it. Prior to switching to EDIUS, his news editor trainees would have to perform one or two additional steps, including rendering, so news segments took longer to complete.

"Most of the news editors I trained picked up on EDIUS very quickly and easily," he said. "Even the news anchors (who were instructed on EDIUS, even though they may not use it), could all cut their own stories by the end of a seven-hour training day. That's impressive, for both the student and the technology."

### THE GRASS VALLEY SOLUTION

Some of the top video editors in the area that Hinkle knows tell him they often have to wait to ingest and convert their footage before editing. Hinkle just laughs at that notion, knowing with EDIUS he can begin working as soon as the file is copied to the edit drive or he can just edit off the original media. With EDIUS, editing is virtually instantaneous.



**“If you’re paid by the hour, you can choose a number of edit systems that will do the job much slower, but if I’m being paid by the project, I want to use EDIUS.”**

**Phil Hinkle**, Owner & Editor  
Frogman Productions

“I know other production companies like us are using large storage arrays set up in monstrous RAID’s, but with so few streams for events and many of my corporate projects, I don’t need that—and frankly, most other companies like mine don’t either,” according to Hinkle. “I have lots of storage in separate drives. I always back up my data to a second hard drive, so the data is always secure. Again, the point is to keep things simple but functional. That’s why I use EDIUS.”

Among the many EDIUS 6.5 features, Hinkle likes the color correction tools and the Layouter Tool—“especially the new drop shadow feature,” he said. Layouter allows EDIUS users like Hinkle to zoom in on still photos or video images and animate them. Hinkle can also create picture-in-picture effects and animate live video footage. In addition, the new Mask tool is used a lot to blur certain unwanted parts of an image and many other tasks that would have to be done in programs like After Effects.

## BENEFITS

The end-to-end IT-centric workflow surrounding EDIUS allows Hinkle to take full advantage of the Internet. Once he completes a project, he delivers it as a digital file via Vimeo’s web distribution service, which is password protected. Clients can review his work at their leisure, in the comfort of their own homes or businesses, and send back changes. For corporate clients, his editing workstation is so portable that he often travels to a client’s office, sets up an external monitor and together they go over and fix changes right then and there. This makes the process very smooth and fast. It also lets clients in on the creative process, which Hinkle says they really appreciate.

“The point is to make the experience for my clients as easy and seamless as possible,” he continues. “Our clients are very happy with our work. That’s the most important part of keeping my business successful.”

Hinkle says he’s grown to like the way he works in EDIUS better than any other editing platform on the market today. He can work with any format a client brings to him or wants him to shoot. “If I can’t do an effect in EDIUS, do I really need to do it at all?” And with many of the new features found in EDIUS 6.5, he rarely—if ever—has to open his once popular After Effects program. He just doesn’t need it anymore.

Perhaps the biggest value EDIUS brings to Frogman Productions is the speed and ease of use that allows him to finish complex projects faster than any other NLE.

“I get into debates with users of other NLE systems about features,” he said, “but, aside from features, I can work faster and more efficiently than any of them. I have proven it time and time again. I tell them: If you’re paid by the hour, you can choose a number of edit systems that will do the job much slower, but if I’m being paid by the project, I want to use EDIUS—and get the job done as quickly as possible. Extra time means time lost.”

## ABOUT GRASS VALLEY – THE PREMIER VIDEO TECHNOLOGY SOLUTIONS COMPANY

For more than 50 years, the Grass Valley name has been synonymous with innovation, leadership, and performance. Our full range of solutions and services is unmatched in the industry, leveraging the economies of scale of the IT industry with our proprietary core knowledge of media processing and storage. Grass Valley customers include most of the world’s leading broadcasters, teleproduction facilities, and service providers, as well as independent video professionals who rely on our products to cover

the world’s most high-profile live events, as well as to benefit from efficiencies in day-to-day operations. When you’re watching news, sports, or entertainment programming—whether on a TV, the web, or a mobile device—you’re watching Grass Valley at work in today’s connected world.

For information about Grass Valley solutions and services, please visit: [www.grassvalley.com](http://www.grassvalley.com).

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