

# RapidUsers

## Digital Rapids StreamZ Forms Cornerstone of File-Based Service Offerings at Visual Data Media Services

**The User**  
Visual Data Media Services,  
Burbank, California

**The Challenge**  
Versatile HD and SD encoding  
for Closed Captioning/  
Subtitling workflows and  
file-based services

**The Solution**  
StreamZ and StreamZHD

*"Digital Rapids offered the best solution for our encoding and transcoding projects and workflow..."*

*"In our opinion, Digital Rapids is the leader in this type of technology."*

by Tim Rollenhagen, Director of DVD & New Media Services, Visual Data Media Services Inc.

Visual Data Media Services ([www.visualdatainc.com](http://www.visualdatainc.com)) is a full-service post production house offering a complete range of editing, encoding, disc authoring, duplication, closed captioning, subtitling, document translation and video description services under one roof in our Burbank, California facility. Our motto is "Your Image is Everything". We pride ourselves on the very high level of technical expertise, project execution and client service that we offer. We are very adaptive to the quickly changing technical landscape around us, and work hard to offer our clients cutting-edge yet economically sound technical solutions.



As Director of DVD and New Media Services, my department is responsible for all DVD and Blu-ray mastering, duplication and replication services. I am also spearheading the company's move towards file-based workflow services and solutions. We have developed a number of new services based on such workflows, leveraging our expertise in a wide variety of file-to-tape and tape-to-file I/O processes. Additional services include VOD encoding and transcoding; high-speed file delivery; and Digital Cinema Packaging. We use Digital Rapids StreamZ and StreamZHD encoding systems as the foundation for these services.

One of our systems is an HD/SD StreamZHD unit with an additional standard-definition DRC-Stream card and the format expansion bundle for maximum codec flexibility. Our second system is a StreamZ unit with two standard-definition cards. Both systems are running version 3.1 of the Stream FE software, and are connected via Fibre Channel to a multi-terabyte SAN for shared storage. The systems reside in our machine room and are connected through a video router, enabling us to source from and master to all professional SD and HD tape and file formats.

We originally purchased our StreamZ systems – bought through reseller Key Code Media – to encode and transcode reference-quality MPEG .MOV files from tape or file-based sources. These files are provided to our localization department for use in producing Closed Captioning and Subtitling templates. Daily uses now also include transcoding with Closed Captioning or Subtitle insertion; encoding for DVD and Blu-ray; production of mezzanine source files for Digital Cinema Packaging; VOD encoding and transcoding; and a variety of ingest and output services.

We selected Digital Rapids systems after researching all of the major players in this field. We felt that Digital Rapids offered the best solution for our encoding and transcoding projects and workflow. In our opinion, Digital Rapids is the leader in this type of technology.

StreamZ and StreamZHD are powerful encoders and transcoders. Many of the encoding profiles that come standard on the systems are based on real-world encoding specifications. This has been very helpful, especially when developing specific VOD profiles. In addition to the benefits of the systems themselves, the technical support we have received has been outstanding. I really can't overstate this fact. On many projects, Digital Rapids has assisted us at a level that I have never experienced before.

Digital Rapids StreamZ and StreamZHD are the cornerstones of our file-based service offerings, and I expect them to be front-runners for future equipment expansion as our needs grow.



**About Visual Data Media Services, Inc.** - Visual Data earned its reputation for outstanding quality, service and dependability by providing integrated end-to-end post-production solutions for over 15 years. To meet the ever evolving needs of television, feature film, and new media clients, Visual Data focuses on the seamless repurposing and distribution of content for all media outlets; including Domestic Syndication, Network Broadcast, International Distribution, Digital Cinema, Home Video, Video-On-Demand, the Internet, and Mobile Devices. Recently Visual Data made a significant investment in the growth of its services and High Definition (HD) equipment to better serve many of the major studios and distribution companies that make up its stellar roster of clients. Visual Data's veteran management team, with over 85 years of combined industry knowledge, ensures that customers will be met with a high level of service and efficient turn-around on tight deadlines. Strategically integrated services, all under one roof, allow Visual Data to fulfill complex deliveries and solve difficult problems for clients with ease.

Visual Data is located at 145 West Magnolia Blvd., Burbank, CA 91502. For more information on the services offered, contact Alexandria Briare (818-558-3363, [abriare@visualdatainc.com](mailto:abriare@visualdatainc.com)) or visit [www.visualdatainc.com](http://www.visualdatainc.com).