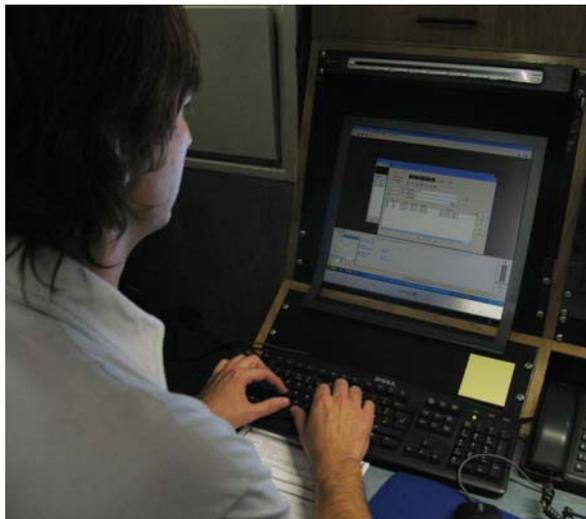


StreamZ Delivers Real-Time Encoding with Superior Quality for Smoke & Mirrors

Smoke & Mirrors, the internationally renowned post-production company, now has five Digital Rapids StreamZ encoders in operation at their London offices.

smoke&mirrors

Providing a wealth of experience and knowledge in full service post-production, all Smoke & Mirrors' sites are fully networked, enabling facilities to share resources and expand local capacity.



Smoke & Mirrors Head of MCR JJ Davenport logs footage for encoding with StreamZ.

Following increased requests from clients to see work in progress digitally, both online and via DVD, Smoke & Mirrors looked for a solution. With primary input and output formats of MPEG, QuickTime and Windows Media, most software-based products were too slow and so they looked for a hardware-empowered solution that would fit their demanding turn-around times.

The StreamZ units have seamlessly integrated into their video and IP networks, leading all their encoding requirements. Principally they deliver work in progress for clients, varying from low res web encodes, to higher quality encoding for DVD. They also produce broadcast deliverables such as 25/50Mbit I-frame MPEG.

According to Penny Verbe, CEO, Smoke & Mirrors, "We chose Digital Rapids StreamZ primarily for the ability to encode in real time and the superior quality of the encoding produced. StreamZ is essential to handling work in progress, allowing us to meet increasingly tight deadlines. We believe that this area of our business will continue to grow and have recently installed further systems in our New York office."

The User: Smoke & Mirrors, London and New York

The Challenge: encoding for client work-in-progress with fast turn-around requirements

The Solution: StreamZ

"We chose Digital Rapids StreamZ...for the ability to encode in real time and the superior quality of the encoding produced."

capture

encode

deliver

"StreamZ is essential to handling work in progress, allowing us to meet increasingly tight deadlines"