

When it came to producing a truckload of material in a miniscule timeframe, San Francisco-based Retina's iQ was 'faster than any system in the marketplace'.

June 04

When one of the world's top 10 software companies, the Mountain View-based VERITAS Software Corporation, turned to Producer/Director, Bruce Hamady, and Composer/Editor, Bob Gingg, to produce its marketing and sales presentation for an important trade show, the company knew it had hired the best. When they in turn chose to post the job using Quantel's iQ, they knew they were getting the best too.



[VERITAS Software Corporation](#) has a billion dollar plus annual turnover and is a global market leader in backup/recovery and utility software. It also runs its own user conferences, and for VERITAS VISION 2004 at the Venetian Hotel in Las Vegas, required a myriad of high-end video presentations, all that came with a deadline that would rattle even the most hardened editor.

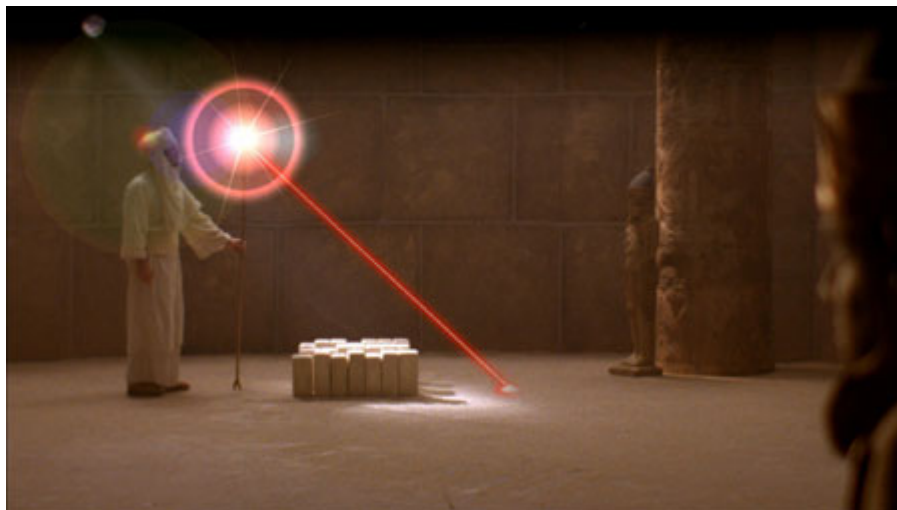
Eighty-five hours and one week later, Gingg and Hamady delivered more than 20 three to four minute long video segments of interviews with Veritas executives. That wasn't the end of their labours though, as they also delivered a two-minute show opener and a three-part movie based around the adventures of renowned 'Technology Archaeologist', *Utility Jones*. An Indiana Jones-style spoof, the 25-minute movie included such rousing episodes as the superbly named *Utility Jones and the Datacentre of Doom*, where Utility endeavors to set free enslaved IT professionals and speed up mission critical applications armed only with a magic i3 performance amulet.

Like everything else produced for VERITAS VISION 2004 by Gingg and Hamady, the material was posted on an iQ at San Francisco-based Retina.

"It was a huge, monster job," said Gingg. "We actually squeezed a two-week project into a week. I couldn't have done it without the iQ. The iQ worked flawlessly for me and worked faster than any system in the marketplace."

It wasn't just speed that Gingg needed, though, it was flexibility as well as the job was a typically mixed format modern project. Gingg finished all the short-segmented interviews for 16 x 9 standard def playback, while also

editing a separate package of interviews in HD that was projected on a white background 1920 x 640 strip. The *Utility Jones* movie was shot on 16mm film and transferred to HDCAM. The show opener was shot on HDCAM on a green screen background and composited onto 1920 x 640 graphic backgrounds. The iQ made mixing all these formats easy.



"The Indiana Jones parody was shot in 3:1 ratio," says Bruce Hamady. "We then brought the material into the iQ and did all the finishing, including the colour correction.

"The QColor on iQ is an incredible tool," adds Gingg. "It's the best colour corrector around for any non linear editing system."

Another feature that surprised both artists was the iQ's ability to quickly handle pan and scans. "We took the 1920x640 show open and made a 16x9 SD version in just minutes," says Gingg. "The iQ was the perfect answer to working on different projects with different size resolutions and different formatted videos playing in different arenas."

"I've worked with the iQ since Retina got it," says Hamady. "I knew what it could do and asked for it by name. Veritas was very happy with the finished products - especially the feature piece."