



RDX Storage Solution for Video Post Production

Video production requires a collaborative effort among producers, directors, film editors, videographers, color-correcting and graphic artists, animators, sound editors and distributors. Once digitized into video data, RDX removable disk storage becomes an ideal medium to store and transport video data to each of the collaborative team members to work on their specific tasks. Copies of the original video capture may be made quickly and cost-effectively and distributed to each team member. Team members load the RDX cartridge into the RDX dock attached to computer workstations and within minutes they can be editing the video.

Four key constituents collaborate to complete a professional motion picture, video, commercial or film. These are:

- 1) **The Production Company** is responsible for the initial shooting and image capture. This may be done using film or direct video capture. High-quality video capture is commonly completed using Red camera technology.
- 2) **The Editing Company** owns telling the story and turning the raw footage into a cohesive story.
- 3) **The Post Production Company** works on computer-based color correction, brightness-level, contrast ratios, graphics, animation, sound and looping.
- 4) **The Distribution Company** creates and distributes the video in a variety of compressed formats such as 720/1080, Web, DVD, and Blue Ray videos.

With RDX removable disk storage, each of these four constituent groups and their sub-artists and editors can receive a digitized copy of the video on 500GB or 640GB RDX cartridges for a few hundred dollars to then be edited. Edited images can be sent back to the Editing Company for consolidation with the assurance that RDX cartridges are durable, reliable and designed to be transported.

Four common RDX technology uses cases for the video production market are:

- Directly attaching RDX docks to workstations enabling artists and editors to quickly access, edit, store and transport data from their RDX cartridges
- Cost-effectively and reliably shipping the rugged RDX cartridges to multiple production, editing and distribution companies.
- Easily creating and archiving multiple copies of the video throughout the post-production and distribution process.
- As RDX cartridge capacity continues to grow and faster I/O interconnects are developed for direct camera to video capture, video will be shot and stored directly to RDX cartridges.



In summary, RDX Storage is a very cost-effective and efficient technology for video production. It is simple to use and compatible with a variety of file systems for video editing, storing and sharing data. For more product information: contact a RDX Storage Alliance partner.

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