

A « TAPELESS » ENVIRONMENT with SONY's PDW-EX1



THE TRANSITION TOWARD A PRODUCTION AND BROADCAST ENVIRONMENT THAT NO LONGER RELIES ON VIDEOTAPE IS BECOMING A REALITY TODAY. TRADITIONAL MAGNETIC TAPE SUPPORT IS BEING REPLACED BY HARD DRIVES AND REUSEABLE SOLID STATE MEMORY CARDS THAT FACILITATE THE CAPTURE AND HANDLING OF AUDIO/VIDEO CONTENT. THIS PROVIDES GREATER CHOICE AND FLEXIBILITY IN RECORDING FORMATS THAT MEETS THE HIGHER QUALITY REQUIREMENTS OF TODAY'S INDUSTRY.

FROM CAPTURE TO SCREEN

THIS PRACTICAL AND INFORMATIVE WORKSHOP IS DESIGNED TO INFORM AND TEACH INTERESTED USERS ABOUT THE CHARACTERISTICS AND ENABLING ADVANTAGES OF THIS NEW APPROACH TO ACQUIRING AND PRODUCING HD CONTENT. IT WILL HIGHLIGHT THE BEST METHODS TO ACHIEVE THE HIGHEST QUALITY IMAGES AND SOUND AS WELL AS PROVIDE A COMPREHENSIVE SUMMARY OF THE MOST EFFECTIVE WORKFLOWS THAT WILL TAKE FULL ADVANTAGE OF THE REVOLUTIONARY TAPELESS TECHNOLOGY.

Who is it for?

The session is aimed at all production, direction, editing and broadcast professionals as well as non professionals who are interested in HD production. The workshop provides the basic knowledge required to understand the technical and practical characteristics of this new recording medium. It also provides a working knowledge of the new camcorder in order to take the most advantage of its potential. It will highlight the various methods of editing and post producing content created in a « tapeless » environment.

Training objectives :

1. Provide a comprehensive knowledge of the concepts and technologies dedicated to promoting a working environment where videotape is no longer the medium of choice.
2. Learn and understand de main characteristics of the PDW-EX1
3. Provide a clear understanding of the varied workflows that are now made possible by this new tapeless process.
4. Provide awareness of the challenges and consequences of adopting or integrating these new technologies in today's tape-based production and postproduction community.

Methodology :

The workshop is conducted by recognized professionals who will demonstrate the SONY PDW-EX1 camcorder. **(See the attached detailed program)**

DATES :

Montréal: March 18, 19, 2008 (conducted in French)

Québec: March 25, 2008 (conducted in French)

Ottawa: March 27, 2008 (conducted in French)

Halifax: March 21, 2008 (conducted in English)

Duration: 8 hours

Cost: \$400,00 per attendee (plus applicable taxes)

Location : TBA

Registration: TBA

PROGRAM SUMMARY

AM 8h30 – noon **PM** 13h00 - 17h00

1. The Technology 30 min.
 - a. The concept of a « tapeless workflow »
 - b. Main characteristics of the XDCAM-EX HD format
 - c. The « Tapeless » SxS media
 - d. Video/Audio/Proxy files and Metadata: a quick review
2. The camcorder 60 min.
 - a. The main features
 - b. Setting up the camcorder (format configuration, setup, etc.)
 - c. Achieving the best picture quality
 - d. Sound and timecode requirements

PAUSE (15 min.)

3. Shooting with the XDCAM-EX1 105 min.
 - a. Lens characteristics
 - b. Filters & exposure (shutter)
 - c. Personal profiles
 - d. Clip management

LUNCH BREAK (60 min.)

4. Editing 120 min.
 - a. Clip viewing and selection
 - b. Transferring to the NLE (non-linear editor)
 - c. Importing into Final Cut Pro
 - d. Importing into other editors (AVID, Vegas, etc.)
 - e. Media management and workflows

PAUSE (15 min.)

5. Finishing a « tapeless » project (On-line editing) 75 min.
6. Archiving your assets 30 min.



THROUGHOUT THE PRESENTATIONS, TRAINERS WILL BE SHOOTING ACTUAL FOOTAGE WITH THE PDW-EX1 CAMCORDER THAT WILL BE USED IN THE COURSE OF THE PRACTICAL DEMONSTRATIONS.