



CASE STUDY

Videographics

Summary

Videographics purchased JVC GY-DV5000 and FireStore DR-DV5000 as an affordable, time saving and powerful DV solution.

Key Benefits

Videographics was looking for a product that would help them overcome the challenge of completing multiple production projects with short turnaround times. FireStore DR-DV5000 from Focus Enhancements fit the bill, and was able to solve their challenge because of the following benefits:

- Specially designed for use with JVC GY-DV5000/-5001 camcorders
- Cuts the entire ingest process by recording clips directly to disk prior to editing
- Streamlines production by eliminating several hours of capturing per day.
- Allows clips to be recorded to removable FireWire disk drives in popular native DV NLE file formats
- Simultaneously creates an instant back-up with tape

About Focus Enhancements, Inc.

Focus Enhancements, Inc. is a leader in advanced digital video production, management, and presentation technology. Designed by media professionals for media professionals, Focus Enhancements' comprehensive line of video and other media-related hardware and software products helps leading organizations around the world maximize the return on their investment in digital media assets. Focus Enhancements offers its Video Production, Digital Assets Management, Digital Signage, Semiconductor and Consumer Video products through its worldwide network of resellers, distributors and original equipment manufacturers.

New York Based Videographics Uses The FireStore DR-DV5000

Jonathan Bierman's Videographics Professional Video Services, based in New York City, shoots commercial, event and corporate productions. Videographics also develops various multimedia presentations. Jonathan purchased the JVC GYDV5000 camera with the FireStore DR-DV5000 to handle Videographics' multiple video shooting and production needs.

Challenge

As a small production house in New York, Videographics needed a powerful DV solution that was cost-effective in order to remain competitive. Confronted with multiple projects and short turnaround times, Jonathan's challenge was to find a DV solution that enabled him to shoot, edit and produce a final product to meet one or two day deadlines.



"The JVC GY-DV5000 and DR-DV5000's Direct To Edit (DTE) Technology enables me to shoot and immediately start the editing process and production of the final product," stated Jonathan Bierman of

Videographics. "DR-DV5000 allows me to focus more time on the creative aspect of multimedia elements for the final product."

Solution

FireStore DR-DV5000's affordability, flexibility and DTE Technology solved Videographics' problem. The price of DR-DV5000 was well within reach of Videographics'. Furthermore, The DR-DV5000's DTE technology, which eliminates capture, file transfer and conversion, allowed Jonathan to spend more time adding creative elements to the final product.