



Contacts: Roger Darnell
DWA for PostWorks, New York
828-264-8898
rd@darnellworks.com

Hayli Halper
PostWorks, New York
212-894-4000
hayli@pwny.com

For Immediate Release

POSTWORKS, NEW YORK EXPANDS HD CAPABILITIES WITH MULTIPLE AVID MEDIA COMPOSER ADRENALINE HD AND SYMPHONY NITRIS SYSTEMS Company Also Prepares to Quadruple 4:4:4 Digital Intermediate Pipeline with Forthcoming Release of Avid DS Nitris Version 8.0

New York—(June 28, 2006)—PostWorks, New York (www.pwny.com), the east coast's most comprehensive full-service film and High Definition post facility, today announced the expansion of its HD capabilities and client offerings with the addition of 10 Media Composer Adrenaline HD systems and four Symphony Nitris systems. A longtime Avid customer, PostWorks already boasts an impressive array of over 100 Avid editing, finishing, and shared storage systems in its facilities and rental departments. The latest investment enables the company to meet increased demand for HD material from television, film and commercial clients.

“Avid systems are a major part of our operations because they provide our editors with the best creative and finishing tools for HD and SD projects – and with the industry’s best and most reliable workflows,” said Rob DeMartin, PostWorks’ chief operating officer and company co-owner. “We are also preparing now to further expand our HDCam SR 4:4:4 log Digital Intermediate workflows based on the forthcoming release of DS Nitris 8.0. Our 4:4:4 log work is currently being done through our Quantel iQ system, but the new DS Nitris release will quadruple our capabilities in this realm of post.”



Avid's Media Composer Adrenaline HD system.

Editors familiar with the corrective toolset of the Symphony system now enjoy the added power of the Nitris DNA hardware, new HD functionality, and Total Conform of offline projects from other Avid systems. PostWorks is using its four new Symphony Nitris systems for finishing work on a variety of independent films – one of its core markets. With such projects often involving multiple formats, the Symphony Nitris is perfectly suited to processes including color correction, conforming and titling. Recent feature films finished at the facility using Symphony Nitris include “Old Joy,” “Wide Awake,” “My Country, My Country,” “Charter School,” “Gretchen” and “Sons of Italy.”

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PostWorks Expands HD Capabilities with Fourteen New Avid Systems

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“From our standpoint, Symphony Nitris is everything that was great about the Meridien-based system – the interface, the color correction, compatibility with the Avid Unity infrastructure – but with a higher-quality 3D engine, 10-bit HD ingest, and Total Conform,” said Steve Beganyi, Symphony editor at PostWorks, New York. “I can just bring in an offline sequence and everything translates into an HD sequence without edit decision lists or Avid log exchanges. What’s great is that Symphony Nitris has the same interface and workflows that we’re all used to, just at a higher resolution.”

PostWorks has already used the Media Composer Adrenaline HD for a number of projects, including on “Good Morning America,” which used DNxHD to simultaneously offline and online. The systems support a wide variety of HD formats, as well as direct encoding of HD material to Avid DNxHD, which enables editors to work with the image quality of uncompressed HD at SD bandwidths.

“In our experience, transitioning to HD doesn’t have to mean a significant outlay of capital,” explained Matthew Schneider, PostWorks’ director of technology. “Our new Media Composer Adrenaline HD systems are compatible with our older systems, and with existing Unity infrastructure, so there’s no need to build an expensive data pipeline or make a major investment in new storage. Using Avid DNxHD also lowers the cost of entry for HD image quality and is one of the biggest appeals of Adrenaline HD – along with its familiar user interface.”

PostWorks recently handled dailies for six network television pilots, while also providing film processing support for a seventh. With its supporting roles in major network and film projects continuing to expand, and with these latest commitments to Avid’s newest and forthcoming technologies, the company is more prepared than ever to serve as a complete source for all post-production needs.

About PostWorks, New York

Since 1995, PostWorks, New York has emerged as the region's most comprehensive full-service film and High Definition post facility. The company's elite team of artists, engineers and producers have optimized its entire operation for non-linear, HD and Digital Intermediate technologies, and PostWorks further sets itself apart by offering scalable office space, Avid and Final Cut Pro rentals and the highest level of commitment to quality and customer service. Through its Lab and SoHo and Midtown facilities, PostWorks offers one complete source for all post-production needs, including film processing, telecine/ datacine, and complete audio services. The company's clients include Oscar winning filmmakers, network and cable television programs and award winning commercials and music videos. For more information, please call 212.894.4000 or visit www.pwny.com.

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www.darnellworks.com/pwny/nr0041.htm]