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For Immediate Release

RENOWNED NYC AUDIO FACILITY PHOTOMAG BECOMES POSTWORKS, MIDTOWN, EXTENDS FULL-SERVICE APPROACH WITH ADDITION OF DISCREET SMOKE & FLAME SUITE

New York—(Jan. 13, 2006)—PostWorks, New York's renowned full-service post-production boutique in Midtown Manhattan, which built its reputation as one of the premier midtown audio mixing facilities over the past 35 years under the name of Photomag, has changed its name to PostWorks, Midtown. Also, in line with its aggressive expansion of state-of-the-art audio and video post services, the facility is unveiling a Discreet Smoke and Flame suite.

"Photomag has been here since 1970," explained PostWorks, Midtown's general manager Bill Ivie, "and over most of the past 35 years, it's been one of the main advertising audio facilities in midtown. Until recently, the thought had been, let's keep the name to preserve its link to its colorful history. However, over the past couple of years, PostWorks has become such a major name in the industry, we all realized that adopting the 'PostWorks, Midtown' name is advantageous in every way."

Citing the facility's current workload, which involves post work on several feature films and reality TV series as well as some of TV's largest broadcast events scheduled for the weeks ahead, Ivie says that the addition of Discreet's powerful Smoke and Flame systems illustrates the facility's full-service commitment to its clientele. "Back in the spring, there were basically just audio rooms and a single Avid Symphony," he said. "Now, we have three dedicated Symphony suites – and the ability to configure up to eight other suites to accommodate any needs for feature film, television or short-form projects. With the Smoke and Flame, we add creative editorial, visual effects and online finishing capabilities of the highest order."

PostWorks, Midtown account executive Stephen Ostrow has increased the facility's relationships with network on-air promotions and marketing executives, independent promo companies, freelance designers and effects artists. To date, he has facilitated new on-air work for both A&E and Lifetime. Ostrow strongly feels that the addition of the Smoke and Flame systems greatly enhances the facility's offerings.



Images available upon request.

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“The volume of audio work currently happening here is unprecedented,” Ostrow began. “As our video business continues to develop, it’s a perfect hand-glove fit to our audio services. By adding the most high-end finishing tools available to our in-house capabilities, we now have something to offer everyone who works in or around the on-air promos industry. If an artist or a promo company has a project and they need a state-of-the-art facility to four-wall in, we’re here. And if a network is looking to outsource any aspect of their next on-air campaign, we can either handle it in-house or rapidly scale-up to give them the finest support they’ll find anywhere.”

PostWorks, Midtown offers the talents of online editor and colorist Travis Antolik, editor Steve Beganyi, and editor and graphic artist Anthony Cortese working on Avid Symphony systems. Patrick Donahue, Bobby Elder, Matt Foglia, Billy Gardner, Billy Harper, Bill Ivie, Benny Mouthon, Jared Seidman and Lou Teti share project mixing assignments in any of six sound mixing studios (including the Dolby-approved 5.1 broadcast and DVD mix suite, and the Dolby-approved 5.1 film print mastering mix suite), each powered by Digidesign’s Grammy Award-winning Pro Tools technology.

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 production offices, 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 and telecine/datacine 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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