

## Understanding Post-Production Services

### Editing

The goal of editing is to make the best, most proficient use of available material and to realize the subject material in such a way as to properly and precisely convey the desired mood, impression, and message. Far from just assembling pictures, our editors bring the craft of storytelling to the way they seamlessly integrate images, sound and music. The result is a flowing tapestry that presents a focused, definite idea.

### Graphics and Animation

This is a very broad term that refers to any visuals in your production that are not live action or photographs. From titles to maps, fog, fire and imploding stars, powerful motion graphics capabilities help to visualize and describe a broad range of ideas. Have you thought about animating your company logo in three dimensions?

We can take the viewer where they have never been before, like travelling at high speed 500 meters below the ground, or visiting the inside of a single cell or molecule. This is where the power of motion graphics and computer generated visual effects add to the storytelling process and help to create visual flair and interest in your production.

### File Encoding

Once a project has been completed, it needs to be prepared for distribution. File encoding is process by which a finished project can be transformed from the original edited file structure, into many different deliverable formats, such as MPEG2 for DVD and Windows Media for the web and business intranet.

### DVD Authoring

A DVD can be more than just a simple playback method, and DVD Authoring allows customized menus, buttons, and navigation to be created to suit each specific project needs. Brand identity can be preserved and reinforced, while specialized navigation programming can help to leverage a DVD into a multipurpose asset for training, communication and presentation.

### Streaming Video

Streaming allows a video presentation to be delivered via the web for access all across the world. Current streaming technologies permit rapid response communications to be presented to clients, employees and group members, smoothly and with speed. This new dimension of distributing video presentations to other parts of the country, or the other side of the world, means that important and critical needs can be met in a timely and effective manner. We can ensure that your video files are encoded to be optimized for your specific streaming solution.