

# PlasterCITY 4-Gb Fibre Channel Network Featuring ATTO 4-Gigabit Celerity and Apple Xsan Offers Clients Unprecedented Speeds in Completing Projects

Eliminating all of the inefficiencies associated with editing in separate houses for production and post-production shows for cable television was a technological challenge, until now. Recognizing a need and turning it into something that benefits the producers of cable shows was the business premise on which PlasterCITY was built. PlasterCITY founders determined that more money was being put into cable network content due to the increase in the number of available cable stations. They also concluded that there was a need to eliminate the inefficiencies associated with separate venues for the various steps in the post-production process.

Meeting the challenge, PlasterCITY Digital Post of Los Angeles, California began the design of their facilities so that the post-production job could be completed in one facility location and be compatible as the job moved through the various stages of post-production. This would eliminate the inefficiencies of separate facilities for the different steps in the process and lead to a short timeframe for project completion.

Building on the Apple Macintosh platform with Final Cut Pro software for all of the edit bays, the owners of PlasterCITY team needed to design a high-performance Fibre Channel Storage Network that could operate at throughput speeds of 700MB/sec. Performance, ability to handle the data volume, ease of implementation and support were the main selection criteria. After testing various solutions, the owners of PlasterCITY team built the SAN using the ATTO Celerity 4-Gb Fibre Channel Storage Adapter, a 24-Terabyte Huge Media Vault RAID storage system, a Q-logic SAN Box switch and Apple Xsan.

"We selected the ATTO Celerity storage adapters because they were the easiest to integrate, were cost effective and provide the best available throughput," states Steve Beres, technical supervisor at PlasterCITY.

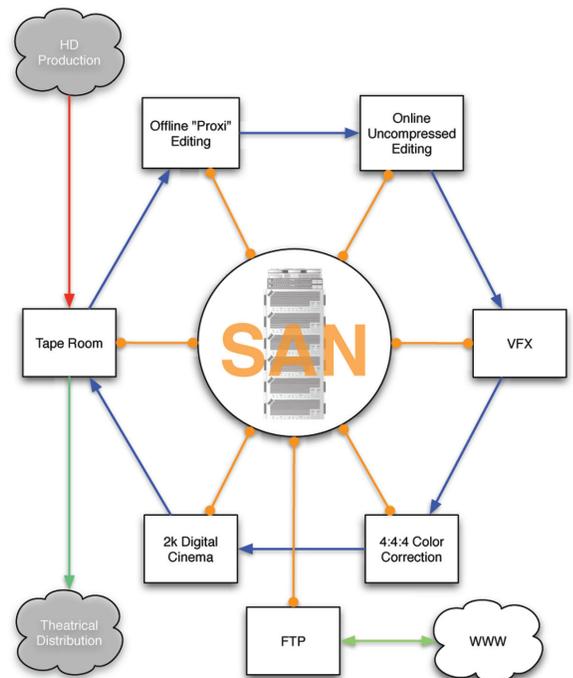
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The system designed allows film makers and others to create end-to-end digital intermediates all under one roof. Every aspect of a project can be processed in 4:4:4 10-bit RGB color space, enabling film makers to have complete control over post-production at the highest digital levels: up to 4K x 4K real-time processing, without changing facilities or transferring material from system to system.

PlasterCITY's goal of a streamlined non-linear post-production workflow, where all of the steps associated with post-production could be completed under one roof, is now a reality.

"Having the ability to be compatible with yourself is not something everyone can say, let alone a post-production studio. We're not limiting the art to the technology, we're conforming the technology to the artist," declared Michael Cioni, post-supervisor of PlasterCITY. "We don't want producers, directors or the artists to limit their ideas due to the technology available; the content will suffer in the end. The worst thing you can do to an artist is limit their creativity. The speed and performance of the ATTO Celerity 4-Gb storage adapters were instrumental in making this a reality."



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