

# ATTO Technology and Maxx Digital are in Concert with Jade Productions

## Innovating 3D Concerts —Theatrical and Live Events for Dave Matthews Band



### Success in Brief

- Advanced storage solution from ATTO Technology and Maxx Digital enabled the first 3D concert film for *Dave Matthews Band*
- ATTO Technology provides the high-performance storage platform required for 3D editing
- ATTO ExpressSAS R380, bundled with Maxx Digital's Evo4K, provides the bandwidth required for a 3D multi-clip workflow.
- ATTO exclusive ADS™ Technology provides faster, smoother and more efficient transfer of data for streaming applications.



**"The ATTO RAID adapter pulled it off by providing the performance and data protection necessary to meet the demands of 3D production. ATTO provides rock solid products. The RAID performance and reliability led to numerous 3D projects."**

- George Bellias, President  
Jade Productions

### ATTO Enables 3D Editing

#### Challenge

Jade Productions specializes in domestic and international concert editorial in 2D and 3D for both broadcast and theatrical delivery. For years, Jade Productions used ATTO's Ultra Wide ExpressPCI SCSI HBAs and off-the-shelf RAID cards for their direct attached storage, which worked fine for typical HD projects in 2D. However, when 3D editorial opportunities and challenges arrived, Jade Productions was looking for a way to take their work to a whole new level. The main challenge was how to edit nine streams of 3D multi-cam footage in real-time. They quickly realized their current setup would not meet their performance requirements .



#### Solution

Maxx Digital, an innovative company focused on providing a large array of production and post production solutions, recommended that Jade Productions install the Evo4K Expando, which incorporates ATTO's ExpressSAS R380 3Gb/s SAS/SATA RAID adapter. The solution runs ATTO's RAID 5 engine providing superb data-accessibility and fault tolerance, while ensuring maximum data protection for video and audio projects.

Jade Production's first 3D project was for *Dave Matthews Band's* first 3D concert film. "It was the foundation to a whole new workflow" says George Bellias, owner of Jade Productions. "Previously, 3D multi-cam shows were edited in 2D and then had to be conformed to 3D for review. Now we are able to edit as many cameras as we need in 3D, in real-time — which is a tremendous time and cost savings. We also found it critical to edit in 3D for creative purposes. 3D editorial has a different feel and pace to it. This new workflow is amazing and continues to open up doors to new opportunities."

3D production adds a whole new layer of performance and complexity to post production environments. Every day there are new editing tools available in the marketplace and as they



# ATTO's Technology and Maxx Digital are in "Concert" with Jade Productions



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become more prevalent and easier to use, production studios are going to need more storage capacity and demand more performance from their storage.

Due to the success of this solution, Jade Productions continues to expand its 3D editorial resume with DirecTV's® new 3D channel show, *Guitar Center Sessions*, which conducts interviews with a wide variety of artists. Jade Productions' recent work also includes the 3D versions of *We are the World 25 for Haiti*, *NCAA® Final Four®* and *FIFA World Cup Final™ 3D Trailers*. They also just finished editing a 2D concert for the *Black Eyed Peas*. Beginning next month many of the major cable networks will be promoting 3D content edited and finished by Jade Productions.

### Benefits

- ✓ The combined ATTO ExpressSAS RAID Adapter with Maxx Digital 4K Expando storage solution helped established the foundation for a whole new 3D workflow.
- ✓ Unprecedented editing and storage solutions met the complex demands for 3D concert production for live-events and theatrical performances.
- ✓ ATTO exclusive Advanced Data Streaming (ADS™) low latency technology provides faster, smoother and more efficient transfer which is critical in 3D workflows.
- ✓ ATTO's high-end product line, along with Maxx Digital's service and support, brought Jade Productions from conception to a brand new workflow using the latest technology and industry proven know-how.
- ✓ "The choices you make on storage and cards are vital to the workflow." ATTO has enabled Jade to "edit without a glitch and deliver it," George DeBellias declares.

### Conclusion

Live concert events and future 3D concerts productions can now be created and edited in 3D, saving an enormous amount of time and money. Production studios can achieve performance and throughput requirements that were previously unattainable to complete complex projects in a timely fashion.

### Companies Involved

*ATTO Technology, Inc.* is a global leader of storage connectivity and infrastructure solutions for data-intensive computing environments. ATTO provides a wide range of solutions to help customers store, manage and deliver their data more efficiently. With a focus toward markets that require higher performance, ATTO manufactures host and RAID adapters, converged network adapters, bridges, switches, RAID storage controllers, and management software. ATTO solutions provide connectivity to all storage interfaces including Fibre Channel, SAS, SATA, SCSI, iSCSI, FCoE and 10GbE.

*Maxx Digital* is an innovative company focused on providing a large array of production and post production solutions. Along with system integration, Maxx Digital offers excellent service and customer support. Maxx Digital utilizes their network of technical and creative support teams, available even during off peak hours, to deliver satisfaction that is second to none. Bringing in industry professionals also allows Maxx Digital to use real world experience and not just reference bench tests. In addition to the Evo4K, Maxx Digital has developed a full line of hardware RAID storage and affordable shared storage solutions.

*Jade Productions* has been in the post production business for 16 years – for the past several years focusing on concert editorial productions. Throughout the years, Jade Productions has edited concerts for the music industry's top artists and bands. In 2009, Jade was offered the opportunity to edit it's first nationally released 3D concert film. Building on a time and cost efficient 3D editorial workflow developed for this film, Jade Productions continues to expand it's 3D editorial resume. George Bellias, owner of Jade Productions credits his company's success and longevity to one goal; to utilize the latest in digital post-production technology in order to provide our customers the benefits in quality, speed & cost.



ATTO ExpressSAS R380 RAID Adapter



Maxx Digital Evo 4K Expando

### Products used

ATTO ExpressSAS R380 RAID Adapter  
Maxx Digital Evo4K Expando  
Hitachi Enterprise class SATA drives  
Mac OS X  
Apple Final Cut Pro