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The Visual Sounder

November 2002

Volume 1, Issue 1

"Welcome to the first issue of the Visual Sounder by Visual Sound Company of Broomall, PA. Visual Sound is a 35 year old company dedicated to the Communications industry. Visual Sound sells equipment and designs, integrates and installs a variety of systems including broadcast and professional television production systems, post production systems, graphics & animation workstations, presentation/conference room/boardroom systems, and videoconferencing systems. From entry level to broadcast, Visual Sound can provide systems to meet your needs.

Your SOURCE for NLE's!

If you are an educator looking for an inexpensive editing system to teach the art of video editing...If you are a corporate media facility looking to integrate various media into an effective presentation...If you are an event videographer looking to offer your clients all types of special effects but can't afford to spend all your time rendering... If you are an independent producer looking for a cost effective solution to provide professional results without a budget in the tens of thousands...If

you are a post-production house looking to augment your facility with cost-effective off-line and/or finishing systems... If you are a broadcaster

Visual Sound represents dozens of manufacturers of professional non-linear editing hardware, software, and turnkey systems from entry-level to broadcast level. Our years of experience are at your disposal. Give us an opportunity to consult you and we will provide you with the system you need within your budget.



looking for inexpensive systems to provide powerful editing capabilities in the studio or in the field... THEN WE SHOULD TALK.

Read the following articles to learn of some of the systems available to you through Visual Sound.

Visual Sound "OPEN DEMO" Days

Visual Sound has just recently updated and re-stocked it's Broomall, PA demo facility. With all new Cameras, Camcorders, Tripods, Lighting Gear, and Non-Linear Editing Systems, our customers can come in and evaluate products side-by-side. Our goal is to provide a single location where video professionals can see the hottest equipment and systems in a completely objective atmosphere and allow them to make a more informed purchasing decision.

Starting in November, Visual Sound will host two open demo days each week. Our experienced sales consultants will demonstrate

specific technologies at each session. Representatives from various manufacturers will also be invited to do guest presentations on their respective technologies. Our demonstration schedule, along with a listing of guest presenters, will be published in subsequent issues of the Visual Sounder, as well as on our web-site, www.visualsound.com

Here's our basic schedule of demos: Every Wednesday, Non-Linear Editing Systems - 10:00AM, Apple Final Cut Pro/Aurora IgniterRT. 11:30:AM, Canopus StromEdit/RES300. 2:00PM, Avid XPressDV/Laird Telemedia DVora. 3:30PM, Applied

Magic Screenplay. Every Thursday 10:00AM - 12:00PM and 2:00PM - 4:00PM, Video Production Gear. These sessions will feature Cameras, Camcorders, Tripods, Monitors, VCR's, Lighting Gear, and accessories from Sony, Panasonic, JVC, Canon, Lowell, and many many others. Please call or visit the web-site to register.

We're also happy to demo product at your facility. Please call for an appointment. If you know of a specific product or technology you would like us to include in our open demos, please let us know. We'll do our best to include in an upcoming Demo Day.

An Avid for under 5K see Page 2

Canopus RES systems see Page 2

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Tips 'n Tricks see Page 3

An Avid for under \$5,000?

Actually, much less...starting at \$4,499.00, Avid XpressDV based systems are available on the Laird Telemedia DVora media engine. The Laird DVora is an advanced PC media engine, designed specifically for digital video and audio applications. Unlike office PC's that have been modified for video editing, the Laird DVora has many specific features, such as integrated direct-to-digital inputs and outputs that make it a unique and powerful machine. The DVora is housed in a handsome, all silver, aluminum non-magnetic cabinet with advanced air handling. The entire cabinet is extra light and sturdy, and acts as a heat sink. The DVora has received full certification from AVID



DVora
Media Engine By Laird

and it delivers the power, ruggedness, and ease of use that is important to broadcast professionals. Laird is a 31 year old technology company and enjoys an excellent reputation for great customer support and service. The DVora comes with a 3-year parts and labor warranty (not that we think you will need it!) and generous phone tech support from professionals who understand that your time is valuable and your issues are important. Purchasing these systems from your Visual Sound, you will receive local professional product support. Laird also provides, at a reasonable charge, optional on-site installation and service. We invite you to purchase a Laird DVora with the specific

options to satisfy your exact requirements. Whether you are a professional video editor or an educator, DVora is uniquely qualified to get the job done.

Avid XpressDV v.3.5, which is included with DVora, is a real-time editing solution for PC and Mac. With all real-time effects, including color correction, the combination of XpressDV and DVora is a powerful one. DVora systems are available in a number of different configurations, on both platforms, and on desktop or laptop computers. Call us to arrange a demonstration.

Avid Xpress DV



Avid Xpress DV
US\$1699.00*
Buy Now

Version 3.5
Mac OS X
Windows XP

Canopus Introduces the RES Systems

Professional. Affordable. Reliable. With a choice of 3 turnkey systems the RES series of realtime editing stations offers a standalone editing solution for the editor wanting reliability in their editing hardware. Based on Canopus award-winning scalable technology, these systems leverage the power of their CPU's meaning that RES is an investment for now and the future.

RES-100. The Canopus family of Realtime Editing Stations unites cutting-edge technology with a reputation for reliability to provide a solid, stable foundation for an editing workstation. Simply unpack the RES-100, plug in your camera and start editing. Experience the power of the award-winning DVStormSE with five streams of realtime video, along with color correction with waveform/vectorscope, variable speed control, the industry's best DV chroma key, color replacement,

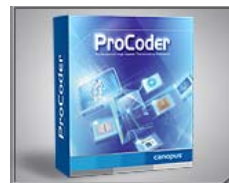


region filter, and much more. Unlike other proprietary turnkey systems, the RES-100 is built around industry-standard hardware to ensure compatibility and allow for easy upgrades. The RES-100 also comes with a professional software bundle that includes Adobe After Effects and Ulead DVD Workshop SE, which makes this powerful editing system an excellent value.

RES-300. With Canopus ProCoder included, the RES-300 is also an extremely fast, high-quality video transcoder, allowing you to convert your finished projects into a plethora of video formats, including picture-perfect, DVD quality MPEG-2. In addition to ProCoder, the RES-300's professional software bundle also includes Adobe After Effects, Ulead DVD Workshop and Sonic Foundry Sound Forge, giving you industry-leading, post-production tools in a single turnkey system.

RES-500 With the same software package as the RES-300 above, the RES-500 is based on the Canopus DVRExRTPro technology, which adds a 19" rackmount breakout box with support for Component video as well as composite, Y/C, and DV.

These are truly remarkable systems with a boatload of real-time capabilities. Come in for a demo and you'll be surprised at what these systems can do! For more information, go to www.visualsound.com.



RES-100, US List Price - \$4,999.00

RES-300, US List Price - \$6,999.00

RES-500, US List Price - \$9,999.00

Just an FYI...

Over the past few, we've noticed an increasing trend in the video reseller marketplace. Years ago, when only the most affluent customers could afford "systems", video dealers were, more or less, "box" houses. For the past few years, those box houses have shifted their business over to the systems side of the business. While this is a good, profitable business practice overall...we've seen the dealers try to cater to the "large" system customer while leaving those looking for smaller systems to fend for themselves. We've heard countless stories from customers looking to buy 5-10K editing packages from resellers. They've spoken of dealers not returning their calls, referring them to other dealers, or generally treating them like 2nd class citizens, just because they weren't looking to spend 20K, 30K or more. A few large mail-order houses, to their credit, have taken advantage of this trend. Since the customers are not expecting a high level of after-sale service, they are generally happy to get the extreme discounts they receive. So the bottom line is that, yeah, you might be getting a great price...

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Panasonic goes 24p...and 30p...and 60i...

Introducing the Ultimate Handheld Camera for Video Professionals. Panasonic created the AG-DVX100 with a single goal in mind: To provide the ultimate handheld recording tool for video professionals. A well balanced, lightweight DV camera, the AG-DVX100 represents the crystallization of decades of advanced Panasonic video technology. It responds to today's professional broadcasting needs with a wide-angle lens and high sensitivity. It delivers the finest image quality in its class. Its manual-oriented controls are designed to satisfy professionals. And with features like the 24p/30p Cinema mode and IEEE 1394 interface, the AG-DVX100 is ready for the next generation of visual production. The AG-DVX100 packs all this performance and versatility into a conveniently small, perfectly balanced body that weighs only 4 lb(1.8 kg) in full operating condition. With the AG-DVX100, Panasonic proudly pre-

sents a video camera that excels in every aspect of news gathering, wedding, live event coverage, video production, and filmmaking. It's the ultimate handheld camera for professionals. To see a demonstration of the AG-DVX100, contact Visual Sound for an appointment.



AG-DVX100 1/3" 3-CCD 24P DV Cinema Camera U.S. List Price: \$3,795.00 Features: 1/3" 3-CCD Mini-DV camcorder with exclusive CineSwitch™ technology, Outstanding sensitivity: F11 @2000 lux, min illumination: 3 lux (at +18dB), Supports 480i/60 (NTSC), Cinema-style 480p/24fps, and 480p/30fps image capture, Precision wide-angle Lens with Servo/Manual Zoom (with stops

& barrel markings), Auto/Manual Focus f1.6 with 72mm filter size. Advanced optical image stabilization, Conventional 4:3 aspect ratio and 16:9 letterbox image capture modes, Conventional video gamma and Cine-like Gamma operational modes, 2-ch. XLR audio inputs with phantom power supply (48V) and manual audio levels, Large centrally located pivoting electronic viewfinder usable for left or right eye, Flip-out 270° 3.5" LCD panel with superimposed audio metering on both LCD & EVF, Six Scene Files and Two User Sets, S-Video, Video & Stereo Audio IN & OUT, IEEE-1394 FireWire™ interface (in/out) for transfer of digital video/audio to NLE platforms, Interval (Time Lapse) recording with adjustable record duration and interval time, Unique pre-cleaning heads and auto head cleaning to maximize reliability, Well balanced and highly portable: 4.4 pounds in full operating condition.

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but wouldn't it be nice to get the same kind of service and support the big spenders get? Well, we at Visual Sound appreciate that. We know that, more often than not, a customer spending about 5K for a system is spending THEIR OWN MONEY...not someone else's. We'll give you the same level of service as that 100K customer. If that means you need a little phone support...we're reachable; If that means you need a thorough demonstration...we'll do it, either in-house or at your location; If that means you need help financing your system...we'll work with one of our house leasing companies to help you get a good deal; If that means you need a little help getting up to speed with your new system...we'll come out to help you get it running, and then we'll spend some time showing you how the system works. Whatever it takes is what we'll do. Because, unlike some other dealers out there, we WANT to EARN your business. So, are we going to discount as deeply as a mail-order house...probably not. But when you need us, we'll be there! No VIDEO SNOBBERY practiced here!



Tips 'n Tricks, by Dick Reizner of Videography Connector Confusion

Have you ever needed to attach a connector to a cable, but were unsure of which wire went to which pin? A helpful book of pin out diagrams is available from Clark Wire & Cable.

Clark has announced that its complete set of pin outs will be available on the internet 24/7 at www.clarkwc.com. The service is free - will be updated regularly - and all drawings can be printed out for ease of use.

Key to Chroma Key

A tip for folks shooting chroma key backgrounds without the aid of a waveform monitor comes to us from Michael Goldberg of International Videoworks in Tokyo.

To get the necessary even lighting on the backdrop, Michael turns on his camera's "zebra", stops down the lens, and then slowly opens the iris. The zebra pattern

should appear fairly evenly across the entire backdrop. You can even tell if the lighting is stronger on the top or the bottom, which can be difficult with a waveform monitor.

Gels for Mini-lights

It's easy to make your own colored filters and diffusers for the mini-gooseneck lamps used to illuminate our equipment in dimly lit venues. The models with finned heat-sink lamp hoods have two slots on the underside for holding filters available from the manufacturer but, Jay Massengill, Video Production Manager for LabCorp, writes that you can make your own for free. Cut a sample colored gel from an out of date Rosco swatchbook. The dimensions don't have to be precise because the stiffness of the material will hold it in the mounting slots. The wider you cut the gel, the more deeply it will bow downward and the more it will spread the light. On the other hand, if you don't want any extra light spilling out, cut the gel

more narrowly.

Tripod Carrier

A tripod is perhaps the most awkward piece of equipment we normally carry. Hal Donovan, video communications specialist for the Hazelwood school district, made his tripod easier to transport by adding a handle to the balance point of on of the legs. The handle is actually a door pull which is attached by two worm clamps. All the parts came



from a local hardware store. Hal said he cut the excess strapping from the worm clamps with a hacksaw then filed down the rough edges. If your tripod need something to hold the feet together, a small dog or cat collar may fill the bill.