



CASE STUDY

Go! TV

Summary

In order to meet strict deadlines, Go! TV's cameraman and editor, Daniel Kohl, uses the FireStore DR-DV5000 as a time-saving tool for production. Go!TV's primary use of the package is for acquisition of material for their programs.

Key Benefits

Go! TV was looking for a product that would help them overcome the challenge of producing quality programs within limited amounts of time. Focus Enhancements' FireStore DR-DV5000 enabled Go! TV to conquer this challenge because of the following benefits it provides:

- FireStore DR-DV5000 is specially designed for use with the JVC GY-DV5000/5001 camcorder.
- Cuts the entire ingest process by recording clips directly to disk prior to editing.
- Streamlines production by eliminating capture saving several hours per day.
- Allows clips to be recorded to removable FireWire disk drives in popular native DV NLE file formats.
- No drastic changes to workflow from the camera operator's or editor's perspective.

About Focus Enhancements, Inc.

Focus Enhancements, Inc. is a leader in advanced digital video production, management, and presentation technology. Designed by media professionals for media professionals, Focus Enhancements' comprehensive line of video and other media-related hardware and software products helps leading organizations around the world maximize the return on their investment in digital media assets.

FireStore DR-DV5000 Allows Go! TV To Meet Deadlines

Go! TV is a television production company based in Frankfurt, Germany. The company developed its flagship program, X-LIFE, for the youth market covering topics from sports to technology. After six months of intensive preparation, the first X-Life program aired on March 24, 2003. In 2003, Go! TV purchased the FireStore DR-DV5000 for production and gave the unit to cameraman and editor, Daniel Kohl. The primary use of this package is for acquisition.

Challenge

In order to survive as a new production company in the very competitive German market, Go! TV had to adeptly produce the weekly TV show, X-LIFE, for one of the country's regional TV stations. Faced with a limited production budget and small staff, Go! TV's challenge was to find a DV solution that allowed Kohl to shoot, edit and master each episode within two days.



"The DR-DV5000 allows me to start editing within only twenty minutes of connecting DR-DV5000's removable hard drive to my Apple G4, saving me incalculable capture time when compared to conventional record-to-tape equipment," said Daniel Kohl of Go! TV. "Additionally, the DR-DV5000 media is broken up into clips, thanks to the recognition of camcorder start/stop commands by FireStore, which saves additional time by not having to organize the long clips into sub clips."

Solution

The FireStore DR-DV5000's zero ingest time solved Go!TV's problem. FireStore DRDV5000's DTE technology eliminates capture, file transfer and conversion. Go! TV's Daniel Kohl is able to shoot, edit and master the show, X-LIFE, within incredibly tight deadlines by using the FireStore DR-DV5000.