



## CASE STUDY



### About Net One

Net One provides high-end broadcast-quality production to networks, corporations, and advertising agencies. Net One believes anyone can be a cameraman, but those of us dedicated to this business are Photographic Artists. Owner Rob Feiner has been in the business for more than 25 years with 16 spent at CBS television. In 1996, Rob left CBS with five Emmy Awards to pursue other and different opportunities. He opened Net One.

### FireStore FS-3

The FireStore FS-3 Camera-Mount DTE Recorder brings DTE disk recording performance to the field by mounting directly to full-size DV camcorders. It's ideal for electronic news gathering (ENG), electronic field production (EFP), videography, and other portable applications.

The FireStore FS-3 features removable FireWire drives, making it easy to swap out FS-HDD1 drives as needed. And if you require extended storage or playback, you can daisy chain up to four external FireWire drives.

### 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. Focus Enhancements offers its Video Production, Digital Assets Management, Digital Signage, Semiconductor, and Consumer Video products through its worldwide network of resellers, distributors, and original equipment manufacturers.

## Net One Delivers Higher-Quality Service at Lower Cost with the FireStore FS-3 Camera-Mount DTE Recorder

### Business Challenge

Net One prides itself on delivering the highest-quality video production and post-production services at the best price. According to Net One founder and five-time Emmy Award winner Rob Feiner, the keys to Net One's success include always getting the right shots and bringing every project in on time and on budget.

Net One is always looking for ways to trim any excess fat from the production process. "For example, digitizing slows the entire process to a crawl," notes Feiner. "I've already seen the footage going through the camera, I really don't need to see it again during a digitize session. I want to cut. I want to turn that creative inspiration into a finished product."

### Solution

To streamline production, Net One turned to the FireStore FS-3 Camera-Mount DTE Recorder from Focus Enhancements. Ideal for electronic news gathering (ENG), electronic field production (EFP), videography, and other portable applications, the FS-3 makes it easy to capture video in a DV25 stream, send it to disk, and edit it fast.



Before selecting the FS-3, however, Feiner, a highly seasoned director of photography, put it through its paces. "For us to consider a new piece of equipment, it has to bring something valuable to the shoot. I really don't want something to drag me down or cramp my spontaneity," said Feiner. "You don't have a second chance to get the shot. I need gear that's robust, intuitive, reliable, and works as fast as I do. The FS-3 has proven itself. It's that simple."

Net One chose the FS-3 as its primary digital field storage device to complement its Sony DSR series of cameras, and the new DSR-450 widescreen/progressive-scan DVCAM. According to Feiner, "The FS-3 is a rugged rig that becomes part of our camera as an integrated device and allows us to provide an even more cost-effective shooting solution to our corporate clients."

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Rob Feiner  
Founder, Net One, Inc.

### Results

The FS-3 has enabled Net One to completely bypass batch digitization and move directly to editing, helping them stay ahead of ever more demanding deadlines and deliver greater value to their clients.

"Now we transfer footage directly to our AVID system and start the rough cut," explains Feiner. "As I'm shooting, half of my brain is already in edit mode, and the FS-3 allows me to get there almost instantly." The bottom line for Feiner, "After working with the FS-3, for me to go back to tape acquisition, you'd have to pry the FS-3 out of my cold dead hand! (My apologies to Mr. Heston.)"

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