



## CASE STUDY

### TR Motion and Stills

#### Summary

TR Motion and Stills in Winter Haven, Florida purchased Focus Enhancements' FireStore FS-3 for a time-lapse project for NASCAR. The company then found the FS-3 a valuable tool for capturing high-speed water sports material.

#### Key Benefits

TR Motion and Stills was looking for a product that would help them overcome this challenge. FireStore FS-3 from Focus Enhancements was able to solve their challenge easily. In addition to the time saving benefits of Direct To Edit™ recording, hard disk-based media proved extremely reliable for the high shock and vibration environment of water sports. Please see the reverse side for additional information.

#### 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.

### TR Motion And Stills Uses FireStore FS-3

TR Motion and Stills based in Winter Haven, Florida shoots commercial and corporate productions for clients such as NASCAR, Southwest Airlines, No Fear! Clothing, USA Waterski and MasterCraft Boat Company. The company specializes in both still and motion photography for water sports such as boating, wake-boarding and water-skiing.

Recently, TR Motion and Stills purchased the Focus Enhancements FireStore FS-3 Camera Mount Disk Recorder for a time-lapse project with NASCAR, but then found that the rugged unit – combined with its anti-shock features – easily handled the demands of filming on water.

#### Challenge

TR Motion and Stills faced the challenge of shooting in a rugged environment and then having the captured clips immediately available for their client to view on their Avid NLE System. The project called for them to shoot the new MasterCraft 28' X-80 high performance wake board boat from a second boat traveling alongside at 40 MPH into the wind, and keep every clip steady.



"I've shot with the FS-3 in snow, blazingly hot sun, wind and water spray without a single flaw or drop out," said Tom Reid of TR Motion and Stills. "Directly

after each shoot, I'm able to immediately review material in our Avid and save a tremendous amount of digitizing time."

#### Solution

The FS-3's rugged, yet light design and DTE technology solved TR Motion and Stills' problem. Its capacity to withstand the high shock conditions experienced with shooting at high speeds while on water allowed the company to successfully deliver first-rate material in a fraction of the time.