

INSANELY GREAT!

**ASOS**

## Upgrading to a tapeless video workflow

When ASOS, the online retailer, needed to upgrade their video workflow so that they were able to upload high quality videos onto their website, they contacted us to see how we could help. Our solution included three Sony XDCAM EX3 camcorders and a Sony Anycast system. We also worked closely with the company to provide training and support.

### The limitations of tape

Based in North London, ASOS are the UK's largest online fashion and beauty retailer. ASOS displays thousands of products online and attracts over six million visitors per month. The company was recently awarded E-tailer of the Year 2009.

As part of their marketing, ASOS filmed a series of catwalks which were then posted onto their website. However, using tape video cameras made this process a lot longer than necessary and didn't provide the quality they needed. When they came to us for help, we suggested everything ASOS would need to implement a new high-quality tapeless video workflow.

### A speedy installation

Our specialists recommended three tapeless Sony XDCAM EX3 cameras (with specifically designed Fuji lenses) which would provide high quality recording to a Sony Anycast G-500HD via a HD-SDI cable for optimum resolution. Sony Anycast would allow ASOS to film different angles, cut and mix between cameras and add any special effects whilst giving them the option to broadcast live.

We also suggested AJA's Kona LHe card and installed Apple's Final Cut edit suite so that any video content could be edited in-house. This would also allow ASOS to upload video content to the web quickly and easily.

It was important to ASOS to get the new system in place as quickly as possible so that they could meet critical deadlines. We completed the installation on a Saturday to minimise downtime and disruption, and we provided training to help them get started straight away.

### The virtual catwalk

Installation and testing of the setup went to plan and was completed on time. Because work was carried out at the weekend, ASOS were able to meet their deadlines and their work was not disrupted. The equipment we provided meant that they could post high quality video online, quickly. ASOS were pleased with the results and have now added audio to their video clips, to round off the virtual catwalk experience.



### In a nutshell...

#### Who are the ASOS?

Based in North London, ASOS are the UK's largest online fashion and beauty retailer, displaying thousands of products online and attracting over 6 million visitors per month.

#### What did they need?

ASOS needed a way of uploading catwalk videos to their site more efficiently and with better quality than their current tape method.

#### How did Jigsaw24 help?

We helped implement a new high-quality tapeless video workflow based on three tapeless Sony XDCAM EX3 cameras and Apple's Final Cut editing software.

#### What were the benefits?

- Video can now be edited in-house and quickly uploaded to the ASOS website.
- Better quality video and audio gives the catwalk videos a more professional feel.
- Staff were trained by our team to get them up and running straight away.

For more information on our broadcast and video workflow solutions, get in touch on the details below.

Want to find out more?

Call: 03332 409 321 Email: [sales@jigsaw24.com](mailto:sales@jigsaw24.com) Visit: [www.jigsaw24.com](http://www.jigsaw24.com)