

Brainstorm

Preparing for a 4K workflow with Avid ISIS

In 2015, Brainstorm's clients began to request more 4K content and the demands of processing and editing such high resolution footage meant that it was time to look for new solutions. After consulting with our team, they moved up to a state of the art Avid ISIS 1000, but not before taking the ISIS 5500 for a test drive...

"In about 2012, we got a Unity, which was really good because all the freelance editors we have here are Avid through and through, so using an Avid solution for networked storage was the best option," explained Brainstorm's Post-production Manager, Tom Young.

"But the Unity MediaNetwork was replaced by the ISIS and with our business growing rapidly it was time for a new solution that would futureproof us, as no more updates were being released for the Unity. We needed an improved workflow that would help us meet our clients needs faster and more efficiently, allowing us to have the latest versions of OS X, Media Composer and AMA plugins. A lot of our projects call for suites of 30 to 50 different films so it was also important to have a solution that could cope with a large amount of data at various resolutions with ease."

Meeting clients' demands for 4K and beyond

Working with their Jigsaw24 account manager and our solutions architect, Brainstorm looked at "pretty much every option there was". Our team worked with Brainstorm to map their existing workflow, identify how they wanted to progress and make recommendations that would be cost-effective in the short term but include an element of futureproofing that would mean Brainstorm wouldn't be faced with completely overhauling their system in the near future.

While a number of non-Avid options were considered, Tom explained that in the end "there was always a slight grey area as to whether they had proper Avid bin sharing and project sharing, so we decided to go with the Avid ISIS solution, which is industry standard and could handle 4K."



Working with...

B R A I N S T O R M

In a nutshell...

Who are they?

Brainstorm are an agency who specialise in creative communications for automotive and FMCG brands.

What did they need?

An up to date shared storage system for their three Avid edit suites, which could support the increased demand for 4K.

How did we help?

After mapping their workflow and helping them scope out a range of possible solutions, we supplied, installed and supported Avid ISIS 5500 and ISIS 1000 storage units.

What were the benefits?

- It's far easier for them to deal with 4K footage, which is increasingly what clients are demanding.
- Their networked storage can easily be scaled up or down, and integrated with other elements of the Avid family as their workflow develops.

To find out more about our infrastructure solutions for media and entertainment, get in touch with the team on the details below.





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Tom Young, Post-production Manager, Brainstorm.

Trialling an ISIS 5500

Initially, Brainstorm thought that an ISIS system would be outside their budget, but when Avid announced the entry-level ISIS 1000, geared specifically for boutique agencies like them, things began to look up. However, there was one more problem – the 1000 wouldn’t ship in time for Brainstorm to meet the tight deadline they had for a large 4K project.

“A really good part of the deal when we purchased the ISIS 1000 from Jigsaw24 was that they lent us a 5500 to use until the 1000 shipped, so we could cope with a project that required us to produce 35 full 4K videos.

“The 5500 is used a lot on film sets, and having a solution in place that was far greater than our need allowed us to see the opportunities and potential of the workflow. And it was nice to get a trial run of the ISIS before the 1000 arrived, because I was used to using the Unity Fibre Manager, and getting a couple of months’ trial on the 5500 and ISIS Client Manager meant that I was completely prepared when the 1000 arrived and didn’t have to learn a completely new skill set.”

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Tom Young, Post-production Manager, Brainstorm.

Powering ahead with the ISIS 1000

Once the ISIS 1000 shipped, we sent one of our M&E engineers down to install our first unit at Brainstorm. “The Jigsaw24 engineer was great about answering my questions and letting me see what he was doing and how he was doing it. He was really good, really helpful and always went the extra mile,” said Tom. “We actually had a new iMac off you a few days later, and watching him definitely helped me learn how to set that up on the ISIS.”

Tom and the Brainstorm team also tweaked their workflow to accommodate the fact that they could now work in DNxHR SQ and link back to full res source files once the edit had been agreed. “The editors have said it’s pretty much flawless, there’s no more concern or talk about the storage – the ISIS is just allowing them to get on with editing and focusing on meeting our clients’ needs.”



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