

Encore Media (Nashville) scores with the SCRATCH-RED 4K workflow

Encore Media has an expert team of artists and post professionals who help a variety of clients realize their imagery dreams and ideas on video or the big screen. Their projects include work for some of the biggest name talent in the music industry, including the Rolling Stones, Santana, Elvis Costello and Lady Antebullum.



Earlier this year, Encore built a dedicated post production suite for the SCRATCH 4K Workflow in response to the growing use of the RED 4K camera in shooting country and Christian music videos. Since then, Encore has been pumping out RED-SCRATCH projects, including Rodney Atkins' "It's America" music video. Other RED-SCRATCH projects include Jason Aldean's "She's Country" (Ruckus Film), Craig Morgan's "God Must Really Love Me" (Broken Poet), and Taillight TV's Lady Antebullum video "I Run to You" to name a few.

John Buchanan, senior colorist at Encore Media: says their clients are savoring the quality results,

efficiency, and time savings from the combined use of the RED-SCRATCH 4K Workflow. For example, the RED RAW R3D files are fed directly to SCRATCH and the conform takes place in real time. Then, the final edited piece is color corrected, rather than color correcting all the source material, which saves the client considerable time. Cost savings is another factor for clients because with RED and SCRATCH, there are no film or telecine costs.

John Buchanan, Senior Colorist, Encore Media:

"Once we got SCRATCH, we had clients waiting on our doorstep with their RED footage. Clients loved using the RED camera, but until the SCRATCH 4K

post workflow, with its ability to directly ingest the native REDCODE RAW files, the post workflow was difficult and required working with down-converted material. We initially planned to use SCRATCH as an affordable, high-quality real-time color corrector for HD, but were able to immediately put it to work

for RED 4K footage – the conform, construct, color correction, playback, reviews, and finishing. SCRATCH also works in many formats, and this versatility allows us to integrate other material from a variety of sources into a project. It also outputs to a variety of formats."

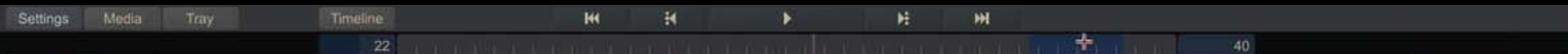


Image top left: Courtesy of Encore Media: SCRATCH used for color grading of Rodney Atkins'

"It's America" music video. Middle and main images: Courtesy of Encore Media: SCRATCH used

for color grading of Taillight TV's Lady Antebullum video "I Run to You."

Client Broken Poet **Project** Rodney Atkins; "It's America" music video **DP & Director** Eric Welch

Post Production Facility Encore Media **SCRATCH Colorist** John Buchanan **Camera** RED ONE™ Digital

4K Camera **Post 4K Workflow** ASSIMILATE's SCRATCH® Digital Process Solution