

## Substation K Depends on Rimage Disc Publishing and Pulse Digital's

DVD SelectNet™ for Automated DVD Authoring and Production



Substation K, Inc. is a post-production facility focused on providing broadcast commercial editing services to leading advertising agencies. With four offline editing suites and two finishing suites, Substation K puts the polishing touch on television commercials for several well-known companies, including Hallmark Hall of Fame, Sonic Drive-In and Wal-Mart. To meet the growing demand from customers for quick turnaround on custom DVDs with multiple video clips chaptered for easy viewing, Substation K implemented a disc authoring and publishing solution combining leading technologies from Rimage and Pulse Digital.

### THE CHALLENGE

Raw video footage for commercials arrives daily at Substation K. The facility's editors work with its advertising agency customers and use Avid software to edit and finish various spots. Agency clients like Sonic Drive-In pump out as many as 30 new ads a month through Substation K. Throughout the postproduction process, the agency and their clients want to view spots multiple times. "We used to just send them a VHS tape, but now all we do is use the Web and make DVDs," -said Greg Light, editor for Substation K. Until recently, Light was responsible for manually authoring every DVD Substation K produced. "I used a one-off DVD recorder and

Apple DVD Studio Pro for authoring, which is a good program, but requires specific expertise and takes time to run. It made it very difficult for other editors to create DVDs. Also, with the one-off, I didn't have the ability to chapter the spots—the client had to view each ad in the order it was recorded. With competing deadlines everyday, it created quite the bottleneck. It became a serious issue." Substation K required an easy way for its editors to automatically put finished spots on DVD.

### THE SOLUTION

By combining a Rimage Disclab™ disc publishing system and (continued on next page)

***"I no longer have the headache of three people coming to me at the same time saying 'Hey, I need a disc.'"***

Greg Light,  
Editor,  
Substation K

### CUSTOMER

Substation K

### CHALLENGE

Eliminating DVD Authoring Bottlenecks

### SOLUTION

Rimage Disclab™ Disc Publishing System and DVD SelectNet™ Software



R I M A G E™

ON-DEMAND DIGITAL PUBLISHING™

***"It's as flexible and automated as it can get."***

Greg Light,  
Editor,  
Substation K

## THE CUSTOMER

Substation K  
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<http://www.substationk.com>

## RIMAGE SOLUTION

Rimage DiscLab:™

- Two CD/DVD recorders
- Everest™ printer
- 50-disc input bin
- On-demand disc production capabilities

## RIMAGE PARTNER



Pulse Digital  
New York, NY  
[www.pulsedigital.com](http://www.pulsedigital.com)

## PARTNER SOLUTION

DVD SelectNet™ Software:

- Authors DVDs automatically in seconds
- Fully networked for multiple users and projects
- Standard web browser for ease of use.

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Pulse Digital's DVD SelectNet™ DVD authoring software, Substation K has automated a laborious process that used to take hours, giving every one of its editors the power to create DVDs in seconds. "I no longer have the headache of three people coming to me at the same time saying 'Hey, I need a disc,'" added Light. "It wasn't a matter of whether or not the solution would pay for itself—we knew it would. It's more like we could no longer afford to not have this capability. Our clients demanded it." The automated solution frees up Light and Substation K's high-cost editing suites to focus on the services for which Substation K bills its clients: editing.

## THE RESULTS

### Creating DVDs with Drag and Drop Simplicity

Once a video spot has been edited and finished, Substation K editors export it from Avid as an uncompressed QuickTime file and drag it into a DVD SelectNet™ media watch folder on their desktops. DVD SelectNet recognizes the file, allows the user to customize the disc's viewer menu for easy navigation and sends it to the DiscLab system for production. "It's as flexible and automated as it can get." DVD SelectNet can process multiple jobs simultaneously and several jobs can hit the Rimage system at the same time. Priority jobs will leap frog projects that can wait. "The spots are burned to the disc with a custom label, and we can FedEx it to the client right away. It allows us to make all of our deadlines, even late in the day."

### Printing with Direct-to-Disc Quality and Durability

For the past year, Substation K has used the Rimage Everest printer to create direct-to-disc printed labels for its DVDs. "We've known the quality of Rimage's print technologies for a while.

So, as soon as we saw the volume pick up, Rimage was the natural choice for the complete disc publishing solution. "Everest's innovative thermal-retransfer technology enables Substation K to create permanent, colorful, high resolution prints bonded directly to the surface of a disc. The resulting print is professional looking and virtually indestructible—impervious to water, scratches and dirt. Everest now works as part of the DiscLab system for Substation K. "People actually ask us how we make the labels look so good. We can brand discs for different clients. All of our clients have their own customized labels."

### A Powerful, Self-Sustaining Solution

The DiscLab/DVD SelectNet combination has become a powerful, networked self-sustaining solution for Substation K. "Once we set it up, it quickly became a behind-the-scenes publishing engine that requires minimal interaction from the team." After the system records and prints each disc, it stacks the finished discs in an output bin for easy unloading. The robotic transporter, which consists of a lift arm and removable bin, can retrieve and stack up to 50 discs without operator intervention. "The DiscLab pretty much takes care of itself. It's very dependable—it just sits and does its thing."



R I M A G E™

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