



ARCHITECTURE/ENGINEERING/  
CONSTRUCTION ■  
COMPUTER-AIDED ENGINEERING ■  
DIGITAL CONTENT CREATION ■  
FINANCIAL ■  
GEOGRAPHIC INFORMATION  
SYSTEMS/SCIENTIFIC ■  
LIFE SCIENCES ■  
MECHANICAL COMPUTER-AIDED  
DESIGN/MANUFACTURING ■

**edit1media™**  
digital video productions

#### CUSTOMER OVERVIEW

Edit 1 Media is dedicated to creating timeless wedding movies by combining the latest digital technology with an artistic eye.

[www.edit1media.com](http://www.edit1media.com)

#### CHALLENGE

In order to produce same-day wedding video on-site for display at the event's reception, Edit 1 Media needed a powerful, fast, and productivity-enhancing video editing platform

#### SOLUTION

Dell Precision™ M90 mobile workstations with dual-core Intel® processors; Adobe® Production Studio

#### BENEFIT

Same-day wedding videos help Edit 1 Media exceed the lofty expectations of its clients and provide an impressive marketing tool by allowing Edit 1 Media to showcase its product to scores of prospective clients

# Immediate Gratification

Edit 1 Media completes polished videos on-site in a day using Adobe Production Studio software

Imagine how exciting it would be to watch a video of your wedding at the reception, immediately following the big event. That is exactly the thrill people who hire Chris and Laura Randall of Edit 1 Media to create their wedding videos experience. The Randalls and their team are pioneering same-day editing, shooting footage throughout the wedding day of events such as the bride getting ready as well as scenes from the ceremony. Then they edit a video on-site in between the ceremony and the reception and show it at the reception. In addition to the beauty, emotional content, and quality of their videos, Edit 1 Media is taking videography to a new level of speed and efficiency—all using a Dell Precision M90 mobile workstation with a dual-core Intel processor equipped with Adobe Production Studio software.

“The ‘wow’ factor of same-day editing is huge because the couple and families see a polished video right away,” says Laura Randall. “In addition to being a great service for clients, same-day editing is a fantastic marketing tool for our team that enables us to show our video services to a large group of prospective customers. We literally couldn’t complete same-day edits without the productivity factor that Adobe Production Studio and our Dell Precision M90 mobile workstation lend to our workflow.”



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— **Laura Randall**, Co-Owner  
Edit 1 Media

### **Working quickly, on-site**

To be successful, the Edit 1 Media team must stay extremely organized and plan in advance. In addition to careful planning, the Adobe Production Studio software’s integrated workflow enables them to efficiently produce same-day videos as well as finished products delivered after the event.

“With Adobe Premiere® Pro software and the smooth workflow among components of the entire Adobe Production Studio, we can work quickly, making extensive use of the timeline and the ability to copy and paste effects,” says Chris Randall. “Our workflow wouldn’t be half as efficient without Adobe Production Studio.”

The Dell Precision M90 equipped with an Intel Core™ Duo processor also lends efficiency to the process. Laura Randall raves about the speed of the Dell system and Adobe Production Studio for finishing same-day edits. The increase in performance can in part be attributed to the fact that Adobe Production Studio supports multi-threading, enabling the software to take advantage of Intel’s multi-core technology.

The workstation’s wide screen is a definite benefit for editing as well; it lets the Randalls see all of their monitors and timelines in a single workspace, so they can work as quickly as possible. They also report that the system is exceptionally stable—a must in an environment where time is crucial. In the past, the Randalls often lugged desktop computers along to complete same-day edits; that’s no longer necessary with the Dell mobile workstation. “We’re so happy that we don’t have to lug around a tower any more,” says Laura Randall. “We like to travel as light as possible, so our new Dell workstation is a huge benefit for us.”

### **Maximizing efficiency**

The Edit 1 Media team’s work isn’t limited to wedding videos; they also create broadcast-quality videos for corporations and other commercial clients. For instance, the company developed a series of videos for the Pacific Aviation Museum in Hawaii that highlights Pearl Harbor survivors and produced three on-site, same-day videos during a major company’s three-day conference.

Whether they are working with a bride and groom or a corporate client, the Edit 1 Media team typically shoots using multiple cameras—especially effective for capturing pivotal wedding moments such as toasts, cake cutting, and the ceremony itself. The Randalls then use the multicam editing feature in Adobe Premiere Pro to start cutting the footage. According to Chris Randall, this feature shaves hours off of the editing process, a must for creating a polished video in a day. The Randalls also create effects such

as photo collages or combine still photos with live footage to enhance the visual appeal of clients’ videos. When creating photo collages, the team relies on Adobe Photoshop® CS software for touch-ups and will often use Adobe After Effects® software to add subtle 3D effects.

Once they’ve edited the footage, the Randalls enhance colors, match color in shots, and clean up audio using other tools in Adobe Production Studio. Chris Randall often launches Adobe Audition® software from within Adobe Premiere Pro to edit soundtracks. The software lets him edit visually, using intuitive, powerful audio restoration and other tools; this is a huge time-saver that allows him to easily fix problematic audio recorded in the field.

“Adobe Production Studio offers tight integration among all of the components of the suite. Editing is now a breeze because I can seamlessly combine and tweak elements of projects across all of the various Adobe applications. And with features like Dynamic Link, I don’t have to re-render project elements before moving them among applications,” says Chris Randall.

Another tremendous time-saver that puts same-day editing well within reach is the consistency among applications in Adobe Production Studio and the ability to customize the workspace. “The user interface of Adobe Production Studio has been optimized to maximize desktop space,” says Chris Randall. “I can reposition windows to customize my workspace and workflow. I love the fact that Adobe has incorporated the same look and feel in all the Adobe Production Studio applications, making it seem as if you are working with one integrated editing program.”

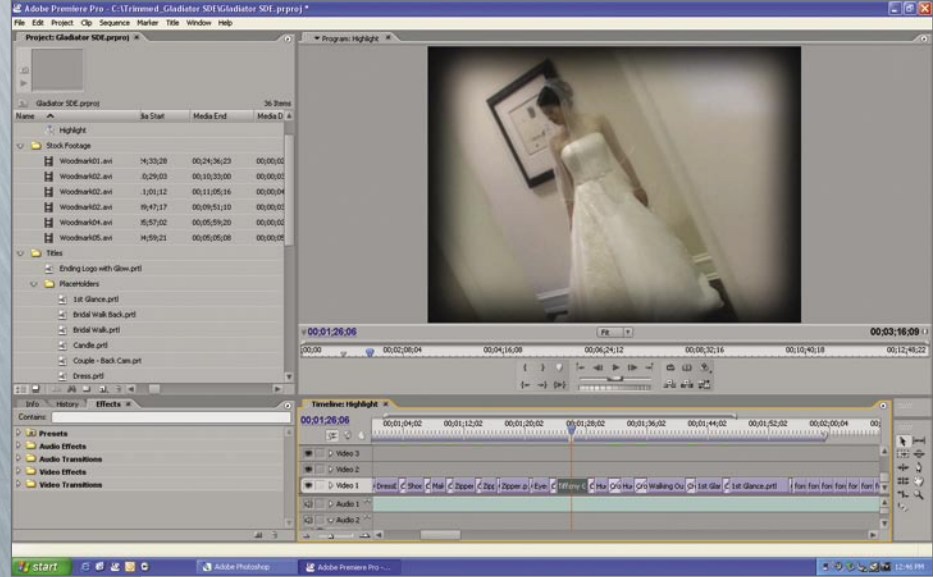
### **Reviews made easy**

Once they have completed editing a video, the Edit 1 Media team relies on Clip Notes in Adobe Premiere Pro to streamline the approval cycle and ensure that every job is done right. For instance, for weddings the Randalls use Clip Notes to ensure that end credits are correct. They use Adobe Premiere Pro to output the credits into a Clip Notes file in Adobe Portable Document Format (PDF) and e-mail it to the bride and groom. The bride and groom can then review the credits and make comments regarding changes or typographical errors in names using the free Adobe Reader® software.

The team also uses Clip Notes for reviews when working with corporate clients. By sending platform- and application-independent Adobe PDF files, Edit 1 Media can rest assured that the recipients can open and review the videos and make timecode-specific comments to help ensure that changes are accurately conveyed. Once they receive comments back from clients, the Randalls can make precise edits because all of the comments are mapped directly to the Adobe Premiere Pro timeline.

“Editing is now a breeze because I can seamlessly combine and tweak elements of projects across all of the various Adobe applications.”

— **Chris Randall**, Co-Owner  
Edit 1 Media



### Standout DVDs

After the client has approved the video, Chris Randall begins creating a DVD. To do so quickly, he sometimes uses the DVD creation utility in Adobe Premiere Pro to output a DVD directly from the timeline. Using this approach, he can create a project from start to finish without having to go to another application. He can also import existing DVD menus into the Adobe Premiere Pro DVD menu library to save time.

For more sophisticated DVDs, Chris Randall often creates dynamic motion menus using Photoshop, Adobe Encore® DVD, and After Effects. “Editing a menu in Photoshop instantly updates my Encore DVD project as well as my After Effects composition,” he says. “This integration allows for greater creativity and efficiency, and enables me to give my customer a product that stands out from the competition.”

### Speed and creativity

For Edit 1 Media, Adobe Production Studio has been key to elevating their products to a new level of creativity. At the same time, the efficient workflow provided by running Adobe Production Studio is pivotal to enabling the company to differentiate its services by providing same-day edits.

“There’s simply no richer, more integrated set of advanced editing and effects tools on the market than Adobe Production Studio,” says Chris Randall. “Our Dell workstation and Adobe software solution enables us to produce whatever we can dream up, within tight timelines that until recently we would have never imagined possible.”

### HOW IT WORKS

#### HARDWARE

- Dell Precision™ M90 mobile workstation with a dual-core Intel® processor and 2 GB RAM
- NVIDIA® Quadro® FX 2500M graphics with 512 MB video memory

#### SOFTWARE

- Adobe® Production Studio including: Adobe After Effects®, Adobe Audition®, Adobe Encore® DVD, Adobe Photoshop® CS2, Adobe Premiere Pro®, and Adobe Acrobat® 7 Professional software



February 2007

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