



G-SPEED XL
Dual 4Gb Fibre Channel,
3U Rackmount enclosure
with up to 16 drives

Offhollywood Digital Sizes Up for **DI with G-SPEED XL**

There's definitely an off-Hollywood way of doing things and at New York City's Offhollywood Digital, this elusive philosophy has been built into a beacon for success.

Together with companion-company Offhollywood Pictures and Offhollywood Studios, the independently owned facility helps shape some of the film industry's most exciting independent content. Most of Offhollywood's media, which encompasses independent features as well as short-form spots, television featurettes and Internet programs for Apple, Microsoft, VH1, SPIKE TV and others, spends its post-production life flowing on and off G-Technology drives.

"We don't think of ourselves as a post-production company. We think of ourselves as producers who use the very latest technology for production and post," says Mark L. Pederson, who co-owns the Offhollywood companies with Aldey Sanchez. "We want to use the very best tools we can to create content and provide services to other producers from beginning to end."

This mandate requires staying on top of the latest desktop technologies to equip Offhollywood Digital and its clients for all aspects of the process — from production equipment rentals and digital dailies to on-set visual effects supervision, motion graphics, editing and digital intermediate color timing. G-Technology G-RAID external drives have been Offhollywood Digital's de facto standard for supporting professional SD and HD editing, CGI and imaging applications since the drives were first introduced. To complement this workflow, Offhollywood Digital recently added G-Technology G-SPEED XL system as dedicated storage for the facility's new digital intermediate color grading suite.



"Rockaway"
Pictured: Manny Perez
SHOT ON SUPER 35MM



"Rosencrantz & Guildenstern are Undead"
Pictured: Devon Aoki, opposite Jake Hoffman
SHOT IN 4K on RED



G-RAID
2-Drive, RAID 0 solutions for multi-stream SD and compressed HD editing



G-DRIVE
Single drive solutions for general storage



G-DRIVE Mini
Ultra-portable solutions perfect for shuttling footage

“With plans to start offering digital intermediate services, we invested in an Assimilate SCRATCH digital color grading system, and had to look into increasing our storage bandwidth as well,” Pederson states. “G-Tech’s G-SPEED XL with 4Gbit Fibre storage that has the throughput to do 2K blew us away. We liked the idea of continuing our successful history of owning G-Tech products and the price performance of the G-SPEED XL couldn’t be beat.”

Offhollywood Digital’s G-SPEED XL system is configured to provide 8TB of high-performance 4Gbit Fibre Channel storage in a rackmount, dual-channel 3U enclosure. The system runs on a box PC computer with a QLogic card at RAID 3. Instead of using QuickTime, shot material is converted from HD directly to the DPX format and the G-SPEED XL supports real-time 2K playback in Scratch.

“We’ve been completely thrilled since adding the G-SPEED XL storage bandwidth. We’ve used it on numerous projects and we’ve even received client thank-you notes. It’s worked so well,” says Pederson. “The G-SPEED XL is giving us a lot of headroom in terms of DI file size and throughput, and we been pounding on it since the day it arrived.”

Two projects completed via G-SPEED and now in world release include the critically acclaimed feature-length documentary “Helvetica,” directed by Gary Hustwit about typography, and “Hannah Takes the Stairs,” an indie drama directed by Joe Swanberg. A third feature, “Rockaway,” co-produced by Offhollywood Pictures and directed by Josh and Jeff Crook, also utilized G-RAID and G-SPEED XL drives.

Offhollywood Digital has launched full tilt into production and post production at 4K image resolution with delivery of some of the first 4K digital cinema cameras from RED. “We use G-DRIVE mini’s on set for data backup, G-DRIVES for off-line editing and then we color grade on our Scratch system attached to our G-SPEED XL. So, our media is on G-Technology drives through the entire pipeline.” Offhollywood is in the process of expanding its operations and

building a new state-of-the art 4K facility in the Soho district on New York City. Pederson says he is excited about deploying a custom SAN solution built on multiple G-SPEED XLs.

Offhollywood Digital knows getting the right tools early on makes for a competitive advantage, which is why the facility works so hard to seek out R&D and implement advancements before they start making sense for most of the rest of the world. This small-company success strategy of really being on the pulse of new tools and technology is ironically more challenging than coming up with new film productions and work.

“It’s kind of the Offhollywood way to test out new and different workflows. We’re constantly trying to do something that’s just at the maximum capacity, so we need products we can constantly abuse,” he concludes.

“The post world moves quickly so we spend a lot of time going to all the tradeshow, asking a lot of questions and finding the technologies and the people we want to work with. We chose to work with companies like G-Technology because they’re always developing great, high performance solutions and they are there to back that up with great support.”



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