DONER

The Underground @ Doner in Southfield, MI, provides the advertising agency (www.doner.com) with extensive post production services for its broadcast commercials and for internal projects such as client brand and business videos. Eighteen edit suites feature Mac Pros equipped with Apple's Final Cut Pro Studio 3 and Adobe Master Collection CS6; four of them also have Avid Media Composer 7, and several have The Foundry's Nuke X 7, Imagineer's Mocha Pro, Maxon Cinema 4D and Autodesk Maya. One PC-based suite offers Avid DS, Adobe Master Collection CS6 and Imagineer Mocha Pro.

A pair of PC-based audio suites run Fairlight EVO, and a single Mac-based audio bay features Avid's Pro Tools 10.

The Underground's storage solution consists of a 228TB SAN comprising Scale Logic Genesis RX RAID running HyperFS (www.scalelogicinc.com) for shared online storage to all but the Avid DS suite, where the SAN works locally; FlavourSys Strawberry Project Management software plays a key role in the workflow.

The Scale Logic products have been in place for about 18 months, says Doner's director of engineering Steve Kennedy. "Although we fill out storage pretty quickly, the size of the SAN is more a case of speed over storage: We needed spindles fast enough to support the work for all our edit suites and laptops simultane-ously," he explains. "The Underground typically works from 9am until 6pm, with occasional evening and weekend work."

Scale Logic's HyperFS SAN has proven to be "very user friendly and stable, without any issues," Kennedy reports. "It does everything it needs to do. And Scale Logic provided us with a one-stop solution, including Strawberry Project Management software, which they fully support. That usually doesn't happen with companies and third-party software."

Kennedy says Strawberry serves as "a central solution for all the workstations, no matter whether they're Final Cut Pro, Avid, Adobe. They all work off Strawberry; it's a very important part of the process for us."

Doner's recent *Rise* spot for JC Penney, which aired nationally during the Winter Olympics, followed the typical workflow at The Underground. After footage arrived from the shoot, an asset project was created on the Genesis RX RAID running HyperFS via Straw-berry Project Management software and the footage was loaded onto the SAN under that project. The footage was also sent out as an archive to LTO-5 tape for a back up if needed.

Agency Doner's in-house post studio The Underground uses Scale Logic storage. The studio recently completed this JCP spot.

Offline editorial created an offline project on the SAN via Strawberry, graphics created a graphics project, audio an audio project, and finish editorial a finish project in the same way. All of them sub-mounted the asset project so they could work with the footage.

Once offline editorial was complete and approved, it passed an EDL to finish editorial, which conformed the spot from the sub-mounted asset project. Finish editorial could also sub-mount the graphics and audio projects to get elements from them to complete the spot.

When the spot was client approved, mastered and sent out for broadcast traffic, all projects associated with the spot were archived to LTO-5 tape for long-term storage and removed from the SAN.

Kennedy notes that The Underground is "talking about upgrading to the latest [editing] software release and possibly adding four more edit systems. At that point we'll look at more storage, too. What's nice about our Scale Logic system is that if we increase our editing capacity we can also increase our SAN capacity without redesigning the system or investing in a new one."