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D7 INC. POSTING 4K PROJECT USING REVOLUTIONARY NEW RED CAMERA AND  
MAXX DIGITAL EVO HD SATA ARRAY

*Six 50-Inch Plasma Screens Turned Sideways Create Unique Challenge*

ORLANDO, FL—D7 Inc., an innovative full service production and post-production company, recently wrapped shooting on a collaborative project with Design Island, Inc., for the St. Petersburg/Clearwater Convention and Visitors Bureau. The project posed a series of challenges, due to the fact that it will be shown on six 50-inch plasma screens which will be juxtaposed in a vertical position. Because of the large file sizes needed for that resolution, D7 decided to shoot 4K with the RED camera. “The 4K image fills the six plasma screens nicely,” says Director of Photography, Cameron Roberts of D7.

Another challenge was how to post such a project, because the RED camera poses a series of quandaries for post. To get the RED image files into a usable format, D7 had to utilize proxies to edit the best selects. They then exported an XML file into the software *Crimson Workflow* to match the proxies to the real RED footage. Once this was done, D7 imported the RED footage into RED Cine for color correction and exported out DPX files for use in Adobe After Effects.

Because of the massive file sizes that DPX files create, D7 decided to go with MAXX

DIGITAL'S EVOHD 8TB SATA RAID. Director and Editor, Greg Jones of D7 declares, "The speed of this raid is incredible." He also adds, "We can get around 550MB/s - 600MB/s a second with no problem. This makes working in After Effects with such large files a breeze."

The project, which is still in post-production, should be up and running by the middle of June 2008.

For more information on D7 , please visit [HYPERLINK "http://www.d7-inc.com" www.d7-inc.com](http://www.d7-inc.com), or contact [HYPERLINK "mailto:greg@d7-inc.com" greg@d7-inc.com](mailto:greg@d7-inc.com) or [HYPERLINK "mailto:cameron@d7-inc.com" cameron@d7-inc.com](mailto:cameron@d7-inc.com). For more information on Design Island, Inc. visit [HYPERLINK "http://www.design-island.com"](http://www.design-island.com). For more information on the Maxx Digital EVOHD series visit [HYPERLINK www.maxxdigital.com](http://www.maxxdigital.com) Ron Amborn 714-374-4944 Maxx Digital. For more information on the RED Camera visit [HYPERLINK www.red.com](http://www.red.com).

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