



Wexler Video

Global Media & Entertainment Solutions (Production Modernization)

Wexler Video Inc. is one of the largest rental houses of broadcast products and solutions in North America. From its headquarters in Burbank California, it provides equipment and services for the shoot through to the edit for Broadcasters and TV production companies, including the majority of reality TV program makers. Wexler initially invested in four Colledia™ for production systems in 2005 but, due to rapid expansion of demand, have since added three additional systems and are predicting significant additional growth by the end of 2006.

The project

Wexler was looking to provide its Hollywood production and post production community with a solution that would allow customers to quickly digitize and storyboard the vast amount of material that reality TV programming generates. It was looking to help its customers to streamline the way that they compile their programming. After considering the range of offerings on the market, they chose Colledia™ for

production. Since then, it has been used as a key tool for a number of leading programs including Nanny 911, Run's House and Hell's Kitchen.

The challenge

Wexler Video was keen to find a toolset that could address and resolve many of the issues that its customers faced with tape-based production:

- Difficult workflows – Customers were unable to collaborate across the media lifecycle, from ingest to edit and review.
- Limited budgets – Production teams found it expensive to work with a range of separate, disconnected tools and this was particularly challenging for small teams with tight budget constraints.
- Editing time – With huge amounts of material gathered during a reality TV shoot, production teams spent a lot of time trying to locate the right images and sequences on hundreds of tapes.



Chris Thompson
CEO, Wexler Video

"Colledia is an established collaborative workflow solution that enables our media and entertainment customers to search, view, manipulate, store, repurpose and distribute media from any desktop. It has been designed to deliver improved workflow across all aspects of media production. We are excited about getting this system and its tools in to the hands of our customers."

- Production team access – The major benefits of working with networked digital tools for video and film production have been largely reserved for editors. Production teams wanted to be able to extend these benefits, sharing content without copying and shipping dozens of tapes.

Benefits for Wexler Video

Wexler Video understood that a number of its producers were looking to find faster, cheaper and more efficient ways of working, particularly given the large amounts of tapes generated by reality TV programming. Wexler Video introduced Colledia™ for to:

- Address customer needs – Adding state-of-the-art technology to its portfolio tells Wexler's customers that they are investing in their future.
- Provide an end-to-end solution – previously Wexler was only able to offer its customers digital production tools that worked in isolation. Now they can offer a fully joined up digital production solution.

Benefits for Wexler's customers

Wexler's customers are now able to get access to a system that was previously only available to the high end customers with larger production budgets

- Production teams are now able to collaborate throughout the media lifecycle, from ingest to edit and review.
- Customers can retain low-resolution images and all associated metadata in a cost-effective manner, allowing the creation of a digital library that can be used for additional revenue opportunities in the future.
- It removes problems and costs associated with the physical management of video tapes. Instead customers use a networked platform, running on standard IT infrastructure, providing the tools needed for logging, viewing, storing and securely sharing content.

- Program makers are attracted to Wexler's rental proposition and price point as renting the solution has proved to be a very cost effective way of putting a series together.
- With an intuitive toolset, customers only require a minimum amount of training from Wexler Video staff in order to get up and running.
- Global remote access to content via a web browser.

The solution

The Colledia™ for production concept was originally created in the BBC by program makers to meet the demands of productions for a more efficient way of working and provide a collaborative digital workflow. The solution crucially differs from previous digital production offerings in that it enables broadcasters to rethink the practices of program making, resulting in lower costs, efficient, collaborative workflows, and enhanced creativity, quality and competitive edge. This modernization of the production process ultimately frees broadcasters to focus on good production values – the free development of ideas, making the most of quality source material and exercising sound editorial judgment.

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