

# the producer

AUTUMN 2009  
SONY PRODUCTION REVIEW

## SPORTS FOR ALL

Sony's new systems cameras

## TROUBLE IN ADLAND

Where are the big new ads?

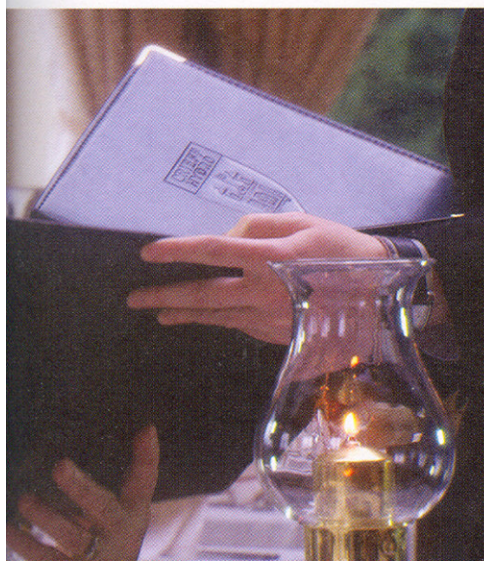
## PLAYING IT SAFE

Is TV becoming less creative?

## NOTE PERFECT

STEPHEN FRY'S XDCAM WAGNER DOC

PLUS THE BEST NEW ADS, FILMS AND TV PRODUCTIONS USING SONY HD CAMERAS REVEALED



### A COUNTRY RETREAT

The PDW-700's low light capabilities and detail stood out when Studio Scotland shot marketing material for a hotel

Studio Scotland used the PDW-700 to shoot a range of scenes for Crieff Hydro Hotel, in the Scottish countryside. The footage will be used in a range of marketing materials such as commercials, exhibition plasma display, presentations and internet infomercials.

Head of production Deborah Forrest worked out a tight production schedule that would give director Stewart Menelaws and camera assistant Keith Elman three days and nights to film extreme events, from Land Rovers and quad bikes ploughing through rivers, abseiling with a fully loaded PDW-700, to delicately lit after dinner drinks in the piano bar.

After owning the PDW-F350 and being familiar with the XDCAM HD workflow, Studio Scotland purchased the PDW-700 and put the camera to use on various projects. Director Stewart Menelaws chose the PDW-700 as an all round workhorse for the studio's needs: "It's a solid performer and XDCAM HD is tried and tested

and works faultlessly time after time.

With the need to shoot high quality corporate one day and docudrama the next, XDCAM HD 422 is perfect."

Menelaws appreciated its low light capabilities, and ability to maintain "virtually noise free blacks and excellent detail". The hypergamma settings also give a range of up to 11 stops latitude, which was needed when dealing with situations where lighting can be awkward and when the team needed to work quickly. "For the wider shots, the sharp image this camera is capable of really helps certain subjects pop out. This was particularly helpful for filming the forest scenes and wide panoramic vistas," says Menelaws. He also used screen grabs from the XDCAM HD footage to replace still photography in the client's high quality brochures and other printed marketing materials.

"We use Sony optical discs, and for the 18 months we have used them in all types of environments from

burning buildings, freezing conditions and dust filled caves we have not had one single issue. They are relatively inexpensive, they are a solid performer and they are a cheap and convenient way to store original high def footage," says Menelaws. Another benefit of the discs was being able to erase clips from them as and when needed, and playback is just as simple. "Our clients love the ease at which we can play them back any scene within seconds," adds Menelaws.

Sony dealer Mitcorp has been particularly supportive to Studio Scotland, starting them off with XDCAM HD 18 months ago and helping with the upgrade to XDCAM HD 422 at the beginning of 2009. "Sales director Colin Mendham came through to the studio from Glasgow with all the boxes and made sure that all was working, including the necessary software upgrades for Final Cut Pro and the Sony PDW-U1 drive," says Menelaws.