



CASE STUDY

Archangel™ Ph.C Empowers ADS with Cutting Edge Restoration Services

Hollywood digital media facility uses Snell & Wilcox restoration technology to bring new life to vintage television programming

The Customers

ADS (Advanced Digital Services) is a state-of-the-art digital media facility in the center of Hollywood's production community. The brainchild of Andy McIntyre, who founded and built AME, the largest U.S. post production company in the 1980s, ADS gathered the top talent in post to build a next generation media services company.

In a short time, ADS has grown to become a digital media leader in Hollywood-providing fast, expert service with cutting edge equipment 24 hours a day, 7 days a week.

The Challenge

As television distribution entered the digital and high-definition distribution era, ADS was often approached by clients with older vintage material that was damaged or defective. The facility determined there was a significant need to restore video material in order that it play across a range of digital distribution systems, including DVD and HDTV.

The Snell & Wilcox Solution

ADS acquired a Snell & Wilcox Archangel Ph.C restoration system. The Archangel offers real-time motion-compensated video archive processing to clean up, fix and stabilize deteriorated video material.

Installed in an ADS editing bay, alongside the facility's quality control (QC) stations, the Archangel easily corrects artifacts discovered in QC sessions. This is accomplished quickly and more economically than with traditional frame-by-frame restoration.

"The installation of Archangel puts ADS on the cutting edge of production," said **Phyllis Miller**, marketing director for the facility. "Archangel allows us to offer customers exactly what they're looking for and raises our profile as a 24/7, full service facility."

CASE STUDY▶ **The Results**

As ADS moved into DVD authoring and high-definition video services, Archangel allowed the facility to meet customer needs ranging from full restoration services to quick "fixes" of routine video imperfections. This powerful tool helped establish ADS's industry reputation as a one-stop production service that can handle virtually any problem.

An added benefit for ADS and its clients is Archangel's optimization of video material for DVD encoding and its role in preparing vintage material for upconversion to HDTV.

"The installation of Archangel puts ADS on the cutting edge of production," said Phyllis Miller, marketing director for the facility. "Archangel allows us to offer customers exactly what they're looking for and raises our profile as a 24/7, full service facility."



Snell & Wilcox, Putting Pictures to Work and Archangel are trademarks of Snell & Wilcox Ltd. All other trademarks mentioned herein are duly acknowledged.

© 2006 Snell & Wilcox Limited
All Rights Reserved

info@snellwilcox.com

Snell & Wilcox Inc. 3519 Pacific Ave, Burbank, CA 91505 Tel: +1 818 556 2616 Fax: +1 818 556 2626
Snell & Wilcox Ltd. Southleigh Park House, Eastleigh Road, Havant, Hampshire PO9 2PE, UK Tel: +44 (0)23 9248 9000 Fax:+44 (0) 23 9245 1411
Snell & Wilcox (Hong Kong) Ltd. Room 603, Tai Tung Building, No.8 Fleming Road, Wanchai, Hong Kong Tel: +852 2356 1660

CS06 04/06 V1