



WHERE TECHNOLOGY AND TALENT MEET

UK STUDIOS 'UNIT' & 'CONTENT' PARTNER

LONDON – UK post houses Unit (www.unit.tv) and Content (www.contentpost.co.uk) have entered into a creative partnership that will give clients access to complimentary services. The partnership comes as Content relocates its offices to opposite Unit on Carlisle Street in London. (11/30/2009)

There, Content is opening the 'Content Lab' with individual creative workstations for clients. The studio will be able to take advantage of Unit's fully-tapeless facilities.

Content opened in 2007 and operates as both a post house and a freelance agency for its editors, helping to deliver both technical and creative services to its clients. The partnership will also expand Unit's workload.

"We aim to offer an intensive client service with a lab space where creative assets for our clients can be viewed and interacted with — from the outset of projects to the end," explains Luke Deverill, managing director of Content. "Through this partnership, we aim to add greater value to the creative service we offer our clients, through exploiting Unit's technical capabilities and reputation for pioneering quality services."

"Clients want to buy into the creative skill of post-houses and be immersed in the edit from the beginning to the end of the process," adds Unit CEO Adam Luckwell. "Content is a post-house of creative excellence and this mutually beneficial relationship will ensure we take our work to the next level of quality."