

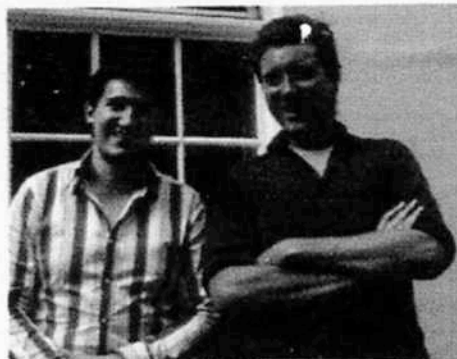
Post-production start-up finds gap in market with Final Cut HD facility

Unit's popular HD post solution

While London's established post facilities have been adjusting to the new reality in music video production, in terms of both falling budgets and 'bedroom' post-production programmes, there is a new post facility in Soho which is attracting lots of work from music video-makers.

Unit is the first post facility that only uses Apple equipment, a result of the increasing use of Final Cut Pro as a professional editing tool. It's also an all-Apple High Definition facility, and with HD increasingly being considered a cost-effective and creative option for music videos - particularly where green-screen or other effects work is involved - Unit Post has apparently found a gap in the market.

Production companies such as Draw, Bikini, Independent, Flynn, Rokkit, One Small Step, Believe, HSI, Public, Pulse, Therapy and Noughte, have worked at Unit on videos for the likes of The Charlatans, Blazin' Squad, Dirty Pretty Things and Zero 7, as well as longform projects for Dirty Pretty Things and others. All this, and they are also working on documentaries shot on HD by the



Reasons to be cheerful: Unit Post's David Peto (left) and Luke Colson

likes of Al-Jazeera International. Not bad for a company that's been open around six months.

"We offer HD post at a much more affordable price - that's why we've had a stampede from the promo industry," says Luke Colson, Unit's general manager. Having said that, Colson admits that the level of interest did come as a surprise.

Unit is the brainchild of David Peto, a producer who was making a video for urban artist Jeffron about a year ago, shooting the project in HD. "We built our own Final Cut HD suite especially for the project," says Peto. "When word got around in the area that the suite existed we were inundated with requests to use it." It was evident that film-

makers, who have taken to editing on Final Cut, were looking for a way to stay in the same post production system from the beginning of the editing process to the point they laid off to tape.

Peto realising he was on to something, started to develop an idea to provide the service and environment of a post facility while working on a system that directors would work on themselves. "We worked out who wanted it, did a business plan, found a building and were here in January, and we opened in May," he says. "It all happened in just eight months."

With production companies now doing editing themselves in-house, Unit is being used for the finishing process, but Colson insists that increasingly companies are using Unit for the whole post production process, including the editing and effects work. "The beauty is that we are able to run edit and effects across two or more suites for the same project at any one time," he says. "That allows us to cut down on delivery times, and get the best out of budgets." Which is, of course, music to the ears of every music video producer.