



PureDV's Lester Cohn uses an Enhance RAID T5 U320 when working on editorial and visual effects for music videos.

PUREDV ROCKS

Ten-year-old PureDV (www.puredv.com) in Chicago was founded by Lester Cohn, a producer who loves music and made his name shooting unsigned local bands. Today PureDV shoots, edits (on Avid and Final Cut), provides effects (such as After Effects), graphics, audio post and DVD authoring among other services. Recent rock acts that have gotten the PureDV treatment include Fallout Boy and Taking Back Sunday. Another is country-pop singer Charissa's HD music video, Come on Now.

Cohn, originally a fine art student, was an early adopter on the Chicago rock-club scene, shooting on Canon Opturas and cutting on Canopus. Compared to fine art, video production was "instant gratification."

Cohn went on to shoot for major labels like Warner Bros. who wanted well produced concert footage of

certain rock acts for Internet promotion and other uses. Today PureDV will shoot multi-cam with Sony F-900s, Sony EX oron Panasonic P2s and uses Enhance Technology storage products.

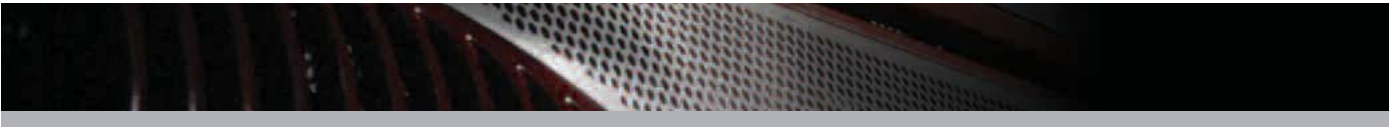
On a concert DVD for Paul Stanley (of Kiss) Cohn used a compact EnhanceRAID T5 U320 SCSI desktop RAID storage array and got the job done with 1.5 TB. He used an Apple G5 dual 2.7 with 8GB of RAM and an AJA Kona card. Cohn shot the show with 12 cameras, but they were a "mish-mash" of formats, determined by a tight budget, without matching timecode.

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uncompressed on Final Cut HD. But trying to edit material from the concert's 12 cameras on FCP with its (then new) multi-cam feature "was like pushing elephants through a straw. When you're working with uncompressed footage you need more bandwidth for editing," he says, "especially if you're doing multiple streams at one time. This is where the Enhance product comes in."

Once Cohn started running the T5, "it was like night and day. It made my life so much easier. I left that thing running for weeks on end and it never had a problem."

Today, he says, "a lot of things I'm working with are multiple streams from 720 P2 card cameras." Recently Cohn was bidding a concert shoot where he planned on using three Panasonic HPX-2000s with additional coverage from handheld Panasonic camcorders. His finished work may appear on MTV2, on value-added



PureDV's Cohn shot country-pop singer Charissa's music video, *Come on Now*, in high definition.

Kona card. Cohn shot the show with 12 cameras, but they were a "mish-mash" of formats, determined by a tight budget, without matching timecode. DVDs or, increasingly, on

the Internet. "You're giving the client so much more bang for the buck by shooting 720 — it's still high def and on an HD network it will still look fantastic." Cohn was a pioneer of the

value-added DVD footage that often accompanies a music release. "Now you have to be as creative as possible about finding new ways to present media to fans."

Cohn now has his eye on Enhance's newer external SATA product line. "I'm constantly trying to find out what is the newest, fastest drive I can have. That's because you want your creativity to fully come out. You buy these products because they allow you the reliability to have the fastest throughput speed, which allows you to do more and be more creative."