



eQ Redefines Post Production

A revolutionary new nonlinear editing system from Quantel - eQ – is redefining post production processes at Studio Zoo since Questek installed the systems says Questek sales manager Ingrid Falck.

eQ is designed from the ground up for today's multi-resolution world tackling demanding applications such as HD longform, promos, trailers, commercials and music videos. The equipment has also been designed for interactive performance in client attended HD sessions, it absolutely flies on SD projects.

eQ is a combination of the breathtaking performance and quality of Quantel hardware and the open architecture and connectivity of the standard platform. eQ forms part of the generationQ family that also includes iQ and QEdit pro. The power of this approach lies in the common user interface, toolset and project format that enables projects and people to move easily between the different systems, boosting productivity with fully flexible teamworking.

Ingrid Falck says that operating in today's time- and budget constraint post production environments that require maximum creative output, the eQ is the only system that meets these tough demands. "Studio Zoo's huge work load requires their HD editors to concentrate on creativity, unhindered by the increased technical demands of the new HD multi-format world - eQ allows them to do just that. It is also offers the ultimate in resolution co-existence - the ability to work with material of different resolutions in its native format n the same timeline without first having to convert to a target format.

Nowadays, post-production facilities have access to a huge amount of archive footage which may have been shot in SD format. When you need to mix such footage seamlessly with HD in the edit, eQ ensures the best quality - a cost- and time effective solution," says Ingrid Falck.