



Cintel diTTo Case Study

AVP's Dynamic Digital Scanning

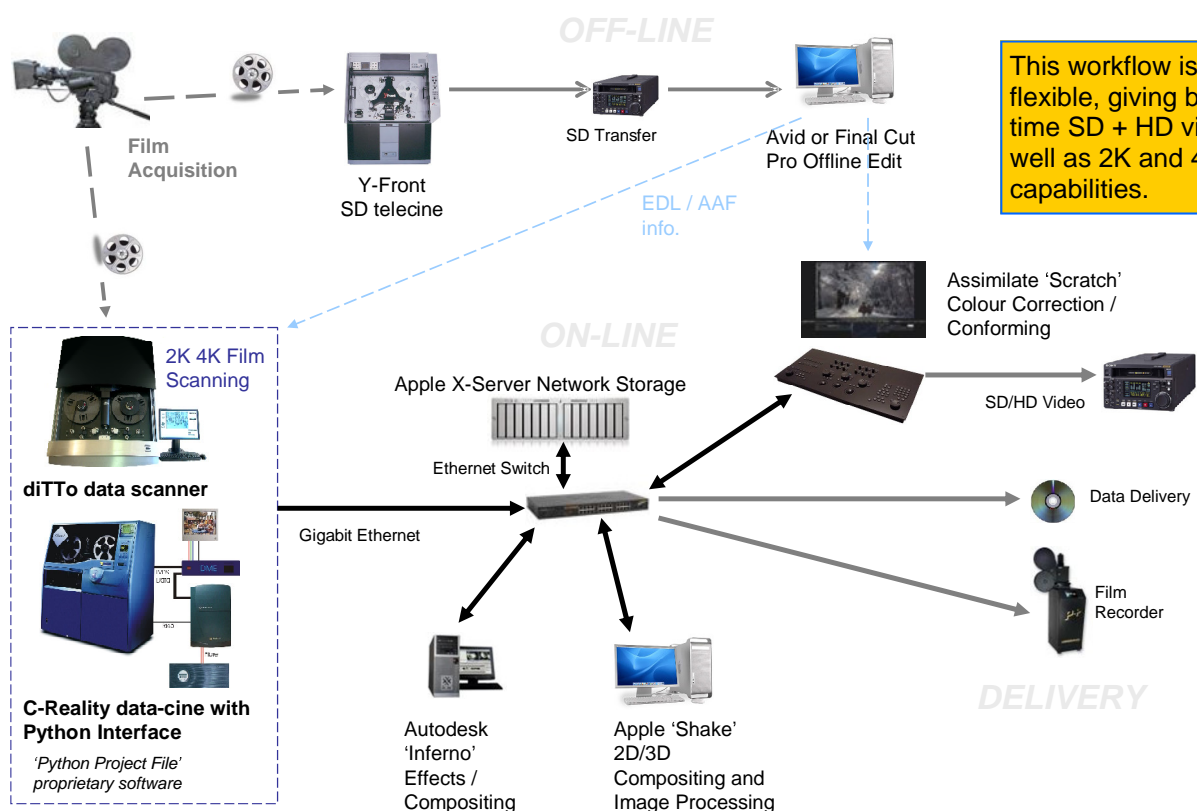
AVP is one of the main post production facilities in Amsterdam. Their work is divided equally between commercials and film, with the occasional television programme. The majority of their work is for the local Dutch market, with recent adverts completed for large corporations such as McDonalds, Nike and Coca Cola.

Profile

- AVP has been a company on the move, looking to create a low cost, high quality digital intermediate pipeline.
- Substantial effort has also been put into integrating high-precision 3D LUT technology, and as a result the company has become the market leader in the Dutch DI market.
- They acquired a diTTo Data Scanner from Cintel in 2005, and are using it alongside their existing C-Reality scanner, proving particularly useful for special shots where image stability is crucial.
- The company is part of an ever expanding European network within the HecticHolding group.



Feature Film & Commercial Workflow



Benefits

- For SFX and special shots work, high quality scanning is essential, and director John Thorborg says that *“the stability and image quality of diTTo stands out”*, meaning that AVP has been able to bring in an additional new & profitable stream of work.
- The company wanted to increase both their capacity and capabilities for scanning, and as such *“diTTo is the cost effective choice for an ‘add-on’ scanner in a set-up such as ours”*.

Results



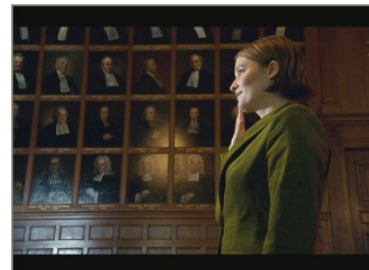
McDonald's "Mannenburgers"

Czar / Bart Timmer
DDB Amsterdam



NS / Olympic Games

Lenzing Brand / Rick Lenzing
PPGH/JWT



Notaris KNB

Balsa Films / Othmar Sweers
Imagine

The Business Case

By extending their capabilities, AVP have been able to take on work that previously was not available to them, or had to be outsourced. This has provided them with a significant boost in revenues.

diTTo complements the existing C-Reality telecine, providing both extra “back-up” capacity as well as the additional capabilities, thus maximising the existing investment in equipment. This is achieved whilst being fully integrated into the workflow, meaning no time is wasted switching between systems.

Contacts

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