



Cintel dataMill Creative Case Study

Scan Werk's Post Production Powerhouse

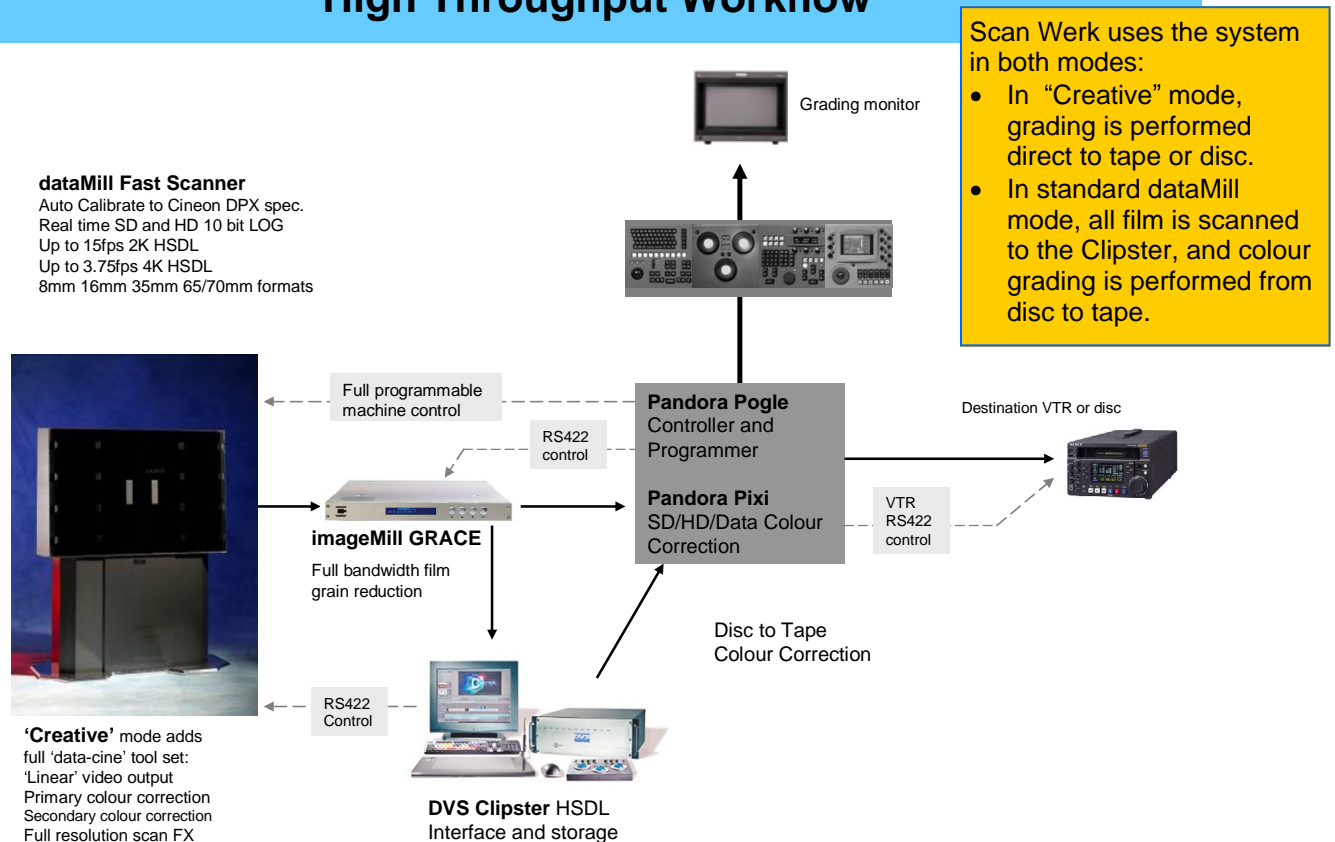
Scan Werk was set up two years ago in the fiercely competitive Munich post production market, and has since been inundated with high quality work from its impressive client portfolio of high profile advertising clients. This has been built on the reputation of colourist and business owner Peter Deinas, who in turn relies upon the stunning picture quality and productivity of his Cintel dataMill Creative based workflow.

Profile

- Scan Werk was set up in 2004 by colourist Peter Deinas, who previously worked in a variety of post production companies, acquiring an impressive portfolio of high profile work.
- The bulk of Scan Werk's clients produce advertising, for both TV and cinema, and require both HD and 2K quality work. Clients include big names such as BMW, McDonald's, Porsche, Nescafe and AEG.
- Having worked previously with Cintel equipment, when setting up his new facility Peter's first port of call was Cintel. Working together they designed a workflow that would profit from the full benefit of the dataMill's class-leading performance.



High Throughput Workflow



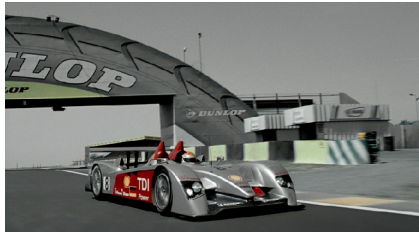
The Benefits for Scan Werk

"The picture quality of the dataMill Creative is terrific"
Peter Deinas, Colourist

Above all else, the picture quality is what attracts Scan Werk's clients, and Peter Deinas is in no doubt as to the source of this, noting that *"the CRT based device produces the best quality, allowing full resolution optical zooms that a digital sensor just can't match."*

- This picture quality is what attracts both local, Munich based businesses as well as international clients such as McDonald's US to Scan Werk.
- Scan Werk is the only post house in Munich to offer full 15 frames per second performance at 2K right the way through the process. This provides them with a significant competitive edge and, despite the hard times in the advertising world, Scan Werk are so busy that the high productivity of the dataMill is also proving crucial.
- Seamless integration with the other equipment has been achieved in collaboration with Cintel, based on expert technical knowledge and experience of industry best practices, ensuring colourists can give their full attention to what they do best.

Results Speak for Themselves



The Business Case

- Although the picture quality is the primary consideration, as a business owner Peter Deinas also has to be concerned with the financial performance - *"dataMill creative compared very well on price to the competing systems considered"*.
- The inherent value of the machine (driven in part by an active second hand market) enabled a favourable sale & lease back arrangement to be set up with the bank. This allows the machine to contribute to profits early on, and the arrangement can be spread over just 3 years, considerably less than the expected life of the machine.

Contacts

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