

Case Study:

4K Post Production

PageBoy Films

Solution Summary

At a Glance

- Jim Page is a professional video editor from the UK who founded PageBoy Films
- Page has edited content for all the major British broadcasters and worked with One Direction and the UK entertainment channel 4Music
- More of his work involves 4K video so he needed to upgrade his editing system to keep up with the advances in filming technology

The Solution

- PROMISE Pegasus2 R6 Thunderbolt 2 storage paired with new Mac Pro

Benefits

- Revolutionizes Page's workflow and increases his productivity by 30-40%
- Throughput of Thunderbolt 2 enables Page to easily edit 4K video
- Reliability of Pegasus2 delivers consistent throughput and safeguards data
- Easy transition from Pegasus to Pegasus2

Gear List

- [PROMISE Pegasus2 R6](#)
- [Apple Mac Pro 2013](#)
- [Apple MacBook Pro 13"](#)
- [Apple Thunderbolt Display 27"](#)
- [Avid Media Composer](#)
- [Adobe Creative Cloud](#)
- [Apple Final Cut Pro](#)

Pegasus2 In Da House – PageBoy Films' House Party with Boy Band One Direction



One Direction & PageBoy Films

After being discovered in the British singing competition *The X Factor* in 2010, One Direction propelled to international success and is now one of the most popular boy bands in the world. One Direction's three albums have been incredibly successful, breaking several records and topping the charts of major markets with its latest release becoming the fastest and biggest selling album of 2013. Having won numerous Brit Awards, MTV Video Music Awards and many more, One Direction is at the top of their game and work with the highest caliber creative professionals when producing exciting content for their fans which has played a huge role in increasing their popularity. One of these media outlets is 4Music, a music and entertainment channel in the UK who got up close and personal with One Direction as they hung out with the artists and filmed the show *House Party*.

PageBoy Films, founded by Jim Page, a professional video editor who has worked for all of the major British broadcasters, was chosen to work with One Direction on *House Party* based on his expertise and technical knowledge of SD, HD and 4K workflows which has made him the 'go to guy' for many creative partners. A key piece to PageBoy films success is adopting new technologies, including the PROMISE Pegasus2 with Thunderbolt™ 2, the hardware RAID 5/6 storage solution that is revolutionizing the workflow of creative professionals by offering incredible performance the likes of One Direction demand.

Growing Popularity of 4K

A challenge Page faces to staying at the top of his game is keeping up with ever-changing hardware needs and the advances in filming technology, particularly with the growing popularity of shooting 4K video. Everything gets bigger and more demanding, so his



Engineered for the Creative

The world's first Thunderbolt 2 RAID storage

About Pegasus2

- Maximum throughput of Thunderbolt 2 (20Gbps) accelerated when attached to new Mac Pro
- Supports simultaneous streaming, editing, and backup of 4K video
- Removable drive bays for effortless drive access and serviceability
- Mobile, enterprise-class hardware RAID protection for offsite shoots
- Two Thunderbolt 2 ports for daisy chaining up to six Pegasus units, Apple Thunderbolt Displays, or Mini DisplayPort devices

Learn more: promise.com/pegasus2

About PageBoy Films

- Founded by Jim Page
- Based out of the UK
- Expert in SD, HD and 4K workflows
- Cut hundreds of hours of promotional content for companies like Disney, Sony, Panasonic, Samsung, Red Bull and many others

Learn more: www.jimpage.co.uk

Facebook: facebook.com/PageBoyFilms

Twitter: twitter.com/lamJimPage

Vimeo: vimeo.com/jimpage

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editing system has to be faster. Page recently invested in a new Mac Pro system, which supports Thunderbolt 2 and enables him to play 4K files in real time. Thunderbolt 2 runs bi-directionally at 20Gb/s and is a breakthrough technology for video creators because it allows for the simultaneous transfer and display of high-bandwidth 3D and 4K video files, which often requires 15Gb/s. This was vitally important for Page's business because more and more of his work involves 4K video files. Next, he needed to upgrade to a storage solution that would enable him to fully leverage this incredible performance.

Page has been using storage solutions from PROMISE Technology for over 5 years, including the first generation Pegasus hardware RAID drives with Thunderbolt (10Gb/s). As Page was set to edit a rapidly increasing amount of 4K video for TV documentaries, promos, short films and music videos, he once again turned to PROMISE. Page invested in Pegasus2 because of PROMISE's reliability, fantastic customer service and reputation as a global leading developer of solutions for the media and entertainment industry. Transitioning from Pegasus to Pegasus2 was very smooth and in a short time Page was up and running and ready to get to work. Page's Pegasus2 is paired with his new Mac Pro which he uses to cut video, like the footage from *House Party*, with Avid Media Composer and Adobe CC.

Increases Productivity by 30-40%

Prior to getting Pegasus2 and the new Mac Pro, Page struggled mightily when working with 4K video which affected how efficiently he was able to use his time to meet tight deadlines. He really wasn't able to fully overcome this challenge until he upgraded his hardware to Thunderbolt 2 enabled solutions. As a video editor, time is such a valuable commodity to Page, and being able to accelerate his workflow enables him to deliver the highest quality content to his clients even when time is scarce.

“The throughput of Pegasus2 and Thunderbolt 2 has revolutionized my workflow. Being able to edit 4K video in full quality is a complete game changer and probably increases my productivity by 30-40%,” said Jim Page.

Pegasus2 is recognized as the leading Thunderbolt storage solution for video editors who are the top players in the industry covering famous bands like The Rolling Stones and One Direction, including Jim Page and PageBoy Films. Just as One Direction shot to the top of the charts, Pegasus2 is helping pros like Page reach new heights.