Pegasus

Success Story

PROMISE Technology & Streets Ahead

▾**BACKGROUND**

Streets Ahead Productions brings more than 4 decades of collective experience in the entertainment business to their full-suite video production company in Los Angeles, CA. The Streets Ahead crew has produced an impressive portfolio of work including music videos, social media content and other narrative driven projects for Atlantic Records, Endemol Shine, and the Producers Guild of America, among others.

Proving that they are not afraid to take risks, the company greenlit their first feature film project in the spring of 2021. For this new project, necessity required a change in the shooting and post-production workflow. Instead of relying of many smaller storage devices from multiple sources, an all-in-one storage solution was needed – a solution capable of safely storing all the digital imaging and audio data. The crew was not willing to take a risk when it comes to storing their precious data. Fortunately, they found the perfect solution in the Pegasus32 R8.

▾ **Challenge**

For their first independent feature film project, the Streets Ahead crew needed a storage solution that was robust, secure, portable, and extremely reliable. They do not have the manpower or time to deal with hardware or data storage problems while out traveling and shooting on production days. During the production schedule, they need to make proxies of their footage and store it for editing all on the same storage space. The production data and additional material must be safely stored on one portable system which can later be used for post-production and archiving.

▾ **SOLUTION**

The Pegasus32 R8 Thunderbolt™ 3 RAID storage system met all the demands required. Compact and portable, with a large (64TB) capacity, the Pegasus32 R8 was fast enough for quick downloads from the camera's SSD storage during production days, taking the entire content of the whole 3 week shooting schedule. Later, with all the data in one place, the Pegasus32 R8 was used by the editors.

Each day of shooting produced about 2TB of data. It took only 90 minutes or less each day to transfer the raw footage. The fast download capability freed up time to organize and sync files, ultimately making the transition to the edit room very smooth.

In addition, the Pegasus32 R8 was used to charge the DIT laptop during production. This also helped keep the DIT station clean and organized, which in turn helped to coordinate SSD transfers between Camera Department and Post Production. The camera SSDs could be daisy-chained via Thunderbolt™ 3 right into the R8, making the transfer process fast and easy with no dongles or adapters to clutter the workspace. Setup and installation was a very simple, easy and straight-forward process taking less than 10 minutes to complete.
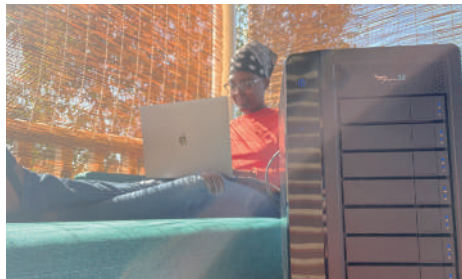
▾ Workflow

- Arri Alexa camera with SSDs used for filming, data offloaded twice a day to Pegasus32. Overnight, creation of proxies of raw files and backups.
- Assistant editor can sync raw footage, organize files for Adobe Premiere Pro, and do rough edits.
- Rough cut completed by editor, then stored on Pegasus32 R8 for Director to finish.
- Final version is archived on Pegasus32 R8.
- Backups at all steps made on other storage.

▾ Testimonial

In the words of post-production head and co-owner Alex Regalado, "… for this project we decided to utilize a brand new shooting and post-production workflow and we quickly realized that attaching a dozen external hard drives wasn't going to cut it. As such we dove into researching the best all-in-one solution that would provide us a massive amount of storage and a reliable DIT and Editing option. … We landed on the Pegasus32 line and fell in love. … We needed a storage solution that could essentially be part of the team, … something that we could transport from location to location to serve as our DIT station while offloading and backing up footage, … with enough speed to transfer dozens of terabytes of footage without bottlenecking production. We wanted a system that could serve as the home for all our media in post-production. And something with built in security to make sure it stays safe. … We found the solution to all our problems in the Pegasus32 R8. It's the perfect combination of speed, power, security, and portability. It honestly exceeded our performance expectations."

Why choose PROMISE Pegasus?

Which storage system to use was a crucial decision, so a lot of thought went into making the choice. After researching and comparing alternatives, they chose PROMISE for its reputation of reliability, great customer service and commitment to sustainability.

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