PREMIUM DATA KIT

SPEED

Over the past year I have seen requests for on-set transcoding steadily increase. It's always a tricky service to deliver as the MacBook Pro in every Data Kit just can't keep up with the workload and results in lots of unnecessary overtime. I see transcoding becoming a standard in the future as camera formats evolve and get more complex, it got me thinking, there has to be a better way to do this.

Designed completely from the ground up, the Premium Data Kit is the complete solution for on-set transcoding. Built specifically with quick turn around times in mind it offers transcoding capabilities up to 10x faster then a Standard MacBook Pro Data Kit.

10x FASTER — ARRIRAW

Shoot high quality ARRIRAW and transcode at twice the speed of real time. Often avoided due to large file size and processing times, with transcodes this fast there is no reason not to utilize ARRI's flagship format on your next production.

10x FASTER — PHANTOM

Phantom .cine Files are anything but edit friendly and always require transcoding. 1 Hour of Phantom Flex 4K Footage can be transcoded in 30 Mins with the Premium Data Kit where as a Standard MacBook Pro Data Kit would do the same work in 5 Hours. Amazing!

5x FASTER — ProRes

Shooting 4K or 3.2K ProRes 444XQ? It's not the easiest codec to edit because of the large file sizes and drive speed limitations. Transcoding can convert your footage to a lower tier HD ProRes 422 to deliver your footage Post-Ready.

2.5x FASTER — RED DIGITAL CINEMA

RED is still RED and remains the most difficult format to work with. Unless you are equipped with a RED Rocket X Card that is not guaranteed to be future proof with new RED Formats, it's near impossible to get amazing transcode speeds. That being said, the Premium Data Kit combined with the 'New On-Set Transcode Workflow' still offers a modest speed improvement and time saving.
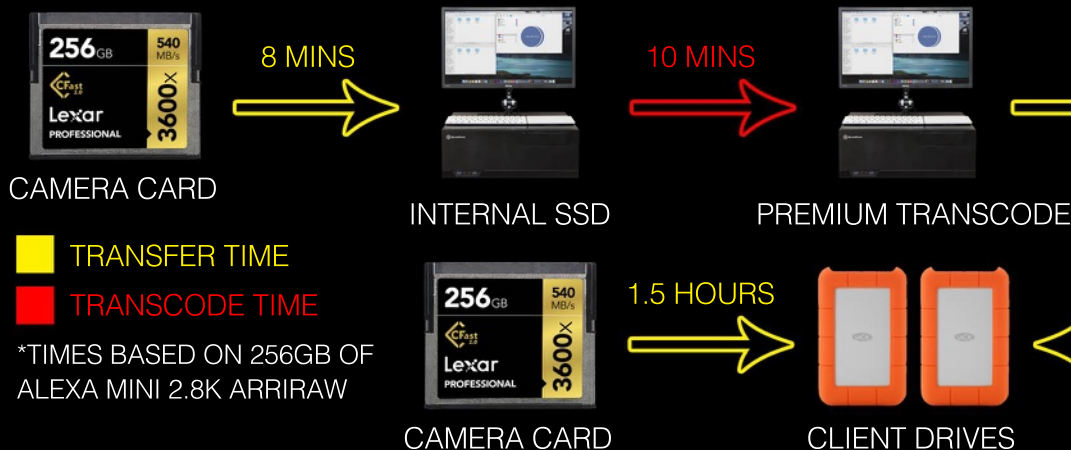
WORKFLOW REINVENTION

Anything to do with processing data, be it transferring or transcoding, you are always at the mercy of the weakest link in the chain. 99% of the time the Achilles' Heel rests in the hard drives provided for each job. This problem will take years to solve, so in the interim I have devised a solution that will boast faster turnaround times. All I had to do was reinvent the workflow.

TRADITIONAL TRANSCODING

CAMERA CARD → **1.5 HOURS** → CLIENT DRIVES → **1.25 HOURS** → MACBOOK TRANSCODE

NEW ON-SET TRANSCODE WORKFLOW

CAMERA CARD → **8 MINS** → INTERNAL SSD → **10 MINS** → PREMIUM TRANSCODE → **2 MINS** →

CAMERA CARD → **1.5 HOURS** → CLIENT DRIVES

🟨 TRANSFER TIME
🟥 TRANSCODE TIME

*TIMES BASED ON 256GB OF ALEXA MINI 2.8K ARRIRAW

Utilizing the Super Fast SSD in the Premium Data Kit I can offload cards to this internal drive very quickly, creating a separate backup of the footage solely for transcoding. I then set off the transcode from the internal drive and start the transfer of the data from the camer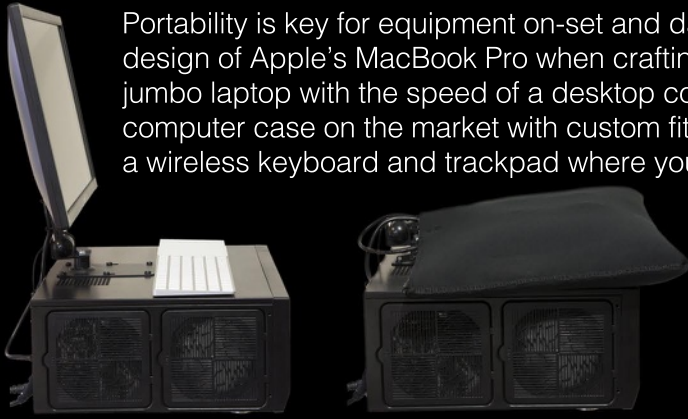a card to the client drives simultaneously. By running both in unison you save time, often transcodes are complete before the card is finished being backed up. Due to the high specs of the machine there is no risk of errors while multi-tasking so your data will be completely safe and secure.

BUILD

Portability is key for equipment on-set and data equipment is no exception. I drew inspiration from the design of Apple's MacBook Pro when crafting the Premium Data Kit, I essentially wanted to create a jumbo laptop with the speed of a desktop computer. Constructed around the smallest full sized computer case on the market with custom fitted brackets to mount the screen on the enclosure. It has a wireless keyboard and trackpad where you'd expect and the screen folds down for travel. As you'd expect with any piece of film equipment, it comes with a road case. I enlisted Melbourne's Aerolyte to construct a custom case made specifically for the unique shape of the Premium Data Kit. This provides rugged protection making it suitable for Air and Road Freight within Australia and Internationally. Please see below for a size comparison to a 15" MacBook Pro.

TECH SPECS

The Premium Data Kit is built upon the Hackintosh Architecture which means that is runs a fully operational version of macOS despite not being an official Apple Computer. This is imperative as we rely on Mac Software, ProRes Codecs and OSX Formatted Drives for all of our daily work. I made this choice so that I could employ the use of technologies not yet adopted by Apple, such as the newest Intel Processors and NVMe SSDs which give me Internal SSD speeds of 2000MB/s comparable to the 110MB/s of a Lacie Rugged Drive. When building the machine only the highest quality parts were selected, no expense spared, the best of the best to ensure maximum speed, reliability and less wasted time. The internals are all modular which enables incremental upgrading, which means I can continue to update the machine as new technologies emerge. This keeps the kit at the forefront of the Data Management/Transcode World, a feat that isn't possible with a traditional Apple Computer.

Please see below for a full list of tech specs:

Quad Core Intel i7 Kaby Lake CPU Overclocked to 4.8GHz
64GB of DDR4 RAM @ 3200MHz
Nvidia GeForce GTX 980 Ti - 6GB GDDR Graphics Card
1TB NVMe SSD (Read/Write @ 2000MB/s)
2TB RAID 0 SSD (Read/Write @ 850MB/s)
2x Next Gen Thunderbolt 3 Ports
2x Next Gen USB 3.1 Ports (1x USB-C, 1x USB-A)
5x Current Gen USB 3.0 Ports
Highspeed 802.11ac WiFi
Bluetooth 4.0
8x Low Noise Internal Fans
21.5" Full HD Display
Silverstack and Shotput Pro Data Management Software
DaVinci Resolve, Codex Production Suite, Redcine-X
Various Other Data Management Softwares

If you have any questions or queries feel free to contact me.
Email: bradley.j.andrew@gmail.com
Phone: +61 432 280 979

Click Here to Download Print Version