



Advances in digital video technologies over the last ten years have truly revolutionized the industry. What would have cost tens of thousands of dollars in the nineties can be achieved for a few thousand dollars or less with today's technology. This has been made possible by advances in both hardware and software as well as the advent of "prosumer" digital electronics. Although many production companies today still use older, more traditional linear editing and production techniques, they do so out of a sense of "purity" of what they consider to be "professional quality." This purity comes with a higher cost and is difficult to distinguish from its less expensive digital counterpart except with a vectorscope. The truth is that today most professional video production is done on a digital system and has been done this way for several years.

Digital production also brings certain advantages to the process. There's quicker edit time, faster design work on the transitions from one scene to another, multiple layering capability, a wider range of transition techniques, computer graphics capability, a variety of picture capture options, cut and paste editing changes, filters, freeze frames, blended frames, color mattes, animation, superimposing, titling, texturing, split edit screens, just to name a few.

ASG Global Media provides state of the art pre through post production services at an affordable price. Our design team works closely with the customer to ensure that you receive a product that mirrors your company's image or message. Our state-of-the-art digital editing facilities allow you to collaborate from storyboarding all the way through post production and mastering. From scriptwriting, storyboarding, conceptualizing and planning, to producing a completed project, we enjoy making the magic that creates a finished product.

**Andrew E. Grant** graduated from Loyola University's College of Arts and Sciences, Department of Communications with a B.A. in Mass Communication Studies and Broadcast Production. He has worked in New Orleans broadcasting in radio and television, as well as designing a state-of-the-art video production studio at the Ochsner Heart and Vascular Institute. This facility helped advance medical research to a new level using digital imaging technologies. Andrew also worked at the Ochsner Clinic Foundation for nearly ten years, serving most recently as the Manager of Informatics and Medical Technology for the Heart and Vascular Institute. ASG Global Media was formed in 1996 to help small businesses harness the power of technology and business solutions to bring their endeavors into the digital age. Andrew and his wife Amy are avid scuba divers as well as certified underwater photographers and videographers.



### **Digital Video Production:**

<b>In-Field Rates:</b>	<b>DVC Digital Acquisition</b>
Day	\$1,000 (10 hr. day w/ 1 hr. lunch & 2 15 min. breaks)
Hourly	\$125/hr. (1 hr. min.)
Night/Weekend	\$175/hr. (1 hr. min.)
Travel	1/2 the hourly rate plus \$ .33 per mile
Set-up/Lighting	\$ 75/hr.
Stand-by	\$ 50/hr.

### **Digital, Non-Linear Post:**

<b>On-Line:</b>	<b>100% Digital Non-Linear Post / Design</b>
Day	\$900 (8 hr. day w/ 1 hr. lunch & 2 15 min. breaks)
Hourly	\$75/hr. (1 hr. min.)
Night/Weekend	\$125/hr. (1 hr. min.)

<b>Video Slideshow:</b>	<b>Various Tools</b>
Compile/Produce	\$125/hr.

<b>Graphics:</b>	<b>Illustrator / Flash / Photoshop</b>
Pre-build	\$125/hr.

<b>Stock:</b>	<b>Various Companies Available</b>
Footage	Priced upon request
Animation	As low as \$45/element
Stills/Backgrounds	As low as \$15/element