



## **Buying Quality for A Song**

ScreenPlay Case Study: The Gillis & Barry Show

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Like most public access programs, "The Gillis & Barry Show" is financially challenged. But, it must compete against Hollywood movies and TV shows for the viewers of Queens Cable, which serves half million-subscriber homes.

But, with the help of Applied Magic's ScreenPlay, each show looks as if its been treated to hours of editing and effects enhancement in a high-end online edit suite. With the purchase of a ScreenPlay video editor for under \$4,000, "The Gillis & Barry Show" has been transformed from a cuts-only show to one rich with real-time effects like wipes, dissolves, pushes, reveals, picture in picture, page turns, plus audio mixing and 3D titling.

"With no budget to work with, there was no way that I could spring for high-end video editing gear. But, this show is my passion, and I needed something that would do a terrific job very inexpensively," said Wayne Gillis, producer of "The Gillis & Barry Show," along with associate producer and partner Lou Barry, based in New York, NY. "We used to fade in and out from black. But now, with ScreenPlay, we have a dynamic two-minute open featuring 25 transitions using extracted video frames, and 3D text with drop shadows, all moving and transitioning in time to our theme music."

Since public access shows typically operate on a shoestring, it's common for many to be talk shows produced using the cable company's studio and cameras. Gillis and Barry, however, wanted to produce a unique, professional looking entertainment show that didn't cut corners on quality or integrity.

Seen Thursdays at 8 p.m. on channel 56 and Tuesday's at 3:30 p.m. on channel 35 on Queens Cable, "The Gillis & Barry Show" features Wayne Gillis and Lou Barry performing music of the '50s and '60s and their own songs before live audiences at local pubs. The show intersperses that music with original sketch comedy poking good-natured fun at most everything. For example, to spoof "The Blair Witch Project," they presented "The Blah Witch Project," where the two pretended to become lost in the woods at night, where among the horrors, they stumble upon Wayne and Lou lookalike puppets hanging from the branches.

Shot with a Sony DV camera, the video and audio were transferred via FireWire (IEEE-1394) into ScreenPlay for editing using precise, user-friendly finishing tools.

“Without ScreenPlay, I might have to visit an editing suite three or four times to have them edit the scenes and assemble each show, and that’s cost-prohibitive,” said Gillis. “But, with ScreenPlay, I’m able to finish each half-hour show, complete with transitions and effects, in just four hours.”

When Gillis was shopping for an editing system, he favored ScreenPlay over other PC-based video solutions because of its stability. Since it is a digital appliance optimized for video editing, it has none of the limitations and compatibility issues inherent in a general-purpose PC-based system.

“With a PC-based video editing system, you have to interface a lot of hardware and software components from many different vendors. Should there be any conflict between any of the components, your productivity comes to a halt while you try to find a vendor to take responsibility for fixing the problem,” said Gillis. “But, since ScreenPlay is an integrated, comprehensive system, you can be assured that everything works reliably right out of the box.”

Not only is dealing with a single vendor easier, but Gillis said that Applied Magic’s technical support staff has been very responsive to his needs.

“They are absolutely the best,” he said. “They are a great team. They don’t push you off the phone. They even take the time to send their customers emails to see how everything is going. ScreenPlay is broadening my horizons by allowing me to tackle complex projects and segments that were only available to ‘the big boys.’ My hat’s off to Applied Magic for providing this state-of-the-art unit. For once I can honestly say I bought something that does more than the manufacturer claims. Hooray!”

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