



## **InterPost Productions®-Editorial, An Inter/Media Company**

### **State-of-the-Art Post-Production Digital Editing Facility Designed for BIG Ideas with Budgets That Don't Match**

#### **Broadcast Quality Service Renders Uncompressed Video Without Mega Studio Costs**

Looking for a post-production digital editing facility that doesn't break the bank? How about one specially created for folks with *BIG* ideas and *small* budgets? That would be InterPost Productions®-Editorial, crafted to hold the line on mega-buck editing costs.

Located in Encino, CA, InterPost is designed to give general market advertisers and production companies a cost-effective alternative to high-end post-production houses.

One of the Inter/Media Group of Companies, InterPost gained a reputation as a creative studio that makes advertising look high dollar, but isn't. The operation is managed by Oscar Bassinson, an award-winning TV commercial director with a pedigree that includes McDonald's Restaurants, CoCo's Restaurants, Wolfgang Pucks', Betty Crocker, Salada Tea, Taco Bell, Pam Cooking Spray, Cool Whip and much more.

Having directed and edited more than a thousand commercials, Bassinson intimately knows what directors and producers are seeking. For the many who want an editing facility that can do a sophisticated job for an affordable price, they have found a home at InterPost.

InterPost's chief editor Jim Bromley is an award-winning craftsman that finds a lot of excitement in the diversity of projects that are drawn to InterPost. Bromley says of InterPost, "We are not a Goliath; we're more like David--not big, but smart. Our staff is savvy and our editors bring a lot of thinking and experience to the table."



InterPost offers a broadcast quality NTSC format network, featuring Apple PowerMac G5 with Dual 2.0 Ghz processors loaded with the *Final Cut Studio suite*. While some editing facilities may have a similar non-linear system, InterPost's AJA Kona configuration means that once editing is complete there are no more steps to do. Producers and directors do not need to upgrade the video in an online session. At InterPost, all video is digitized as uncompressed, so there is zero quality loss, zero degeneration. So when the offline is finished, the on-line is finished. With sound booth and *Pro-Tools* recording, InterPost's video editing system delivers perfect, real time video from start to finish via component routing.

"What makes this system so appealing to producers and directors is that we can do comprehensive editing jobs or small touch-ups without charging huge dollars," says Bassinson. "Every producer, every director has a favorite edit house and generally that facility is perfectly suited for the project. But other times--and very commonly--that facility may represent overkill. The edit bay uses \$10-million dollars of equipment to lay on a 10-cent title. To me, that always seemed like a real waste. Now there's InterPost, an inexpensive alternative. Having a big equipment arsenal may be attractive, but remember who's paying for it."

Projects that have emerged from InterPost include commercials and promos for a variety of companies, as well as a short documentary for Hilton Hotels. The company also offers a specialization in direct response TV editing, from short-form editing and computer creations to 800-number customizations. In addition, InterPost offers video dubbing services on Digi Beta, Beta, 3/4-inch, 1" and VHS...overnight or while a messenger waits.

"I challenge you to spend your big money somewhere else, but bring your smaller jobs here," says Bassinson. "We're looking for steady clients that we can work with once a week or a month--for about the next 10 years!"

InterPost is located west of the junction of the 405 and 101 Freeways in Encino in the Wells Fargo Bldg. To find out more, call (800) 993-POST or go to [www.interpost.tv](http://www.interpost.tv).