

## Tango Productions

Customer Success Story

Autodesk® Smoke®

The Smoke toolset streamlines the creation of sophisticated, complex visual effects, as well as the management of media and data—all of which results in huge time savings that can be reinvested to make the video product better.

—Frank Baker  
Smoke Artist  
Tango Productions

# In step with hi-def.

Tango Productions plans to expand its project base with Autodesk® Smoke® editing and finishing system.



Image courtesy of Tango Productions.

Located in the small town of York, Pennsylvania, Tango Productions is thinking big. With a new Autodesk Smoke editing and finishing system, Tango's owner Traci Taylor believes she can take her company to the next level, expanding the quantity and quality of projects they attract.

"With demand growing for true 1080i HD video, we decided to buy Smoke because it provides a true 1080i HD video product as well as tools for sophisticated visual effects and image processing," says Taylor.

Smoke now complements Tango's upgraded facility, which includes a Sony® HDW-730S HDCAM multifORMAT camcorder, Sony HDW-D1800 HDCAM multifORMAT record deck, and Sonic DVD Creator DVD authoring system.

### Compete and Win

"With this capital investment, we can now offer the same high-caliber video work as facilities in the major markets—but our customers don't have to pay an arm and a leg for it. We're very competitive," says Todd Taylor, director of video services. Tango's credits include work for T-Mobile® cellular phone service, as well as the Tae Bo® DVD series, and the infomercials and commercials that promoted the voluminous Tae Bo video collection worldwide.

### Overcome Limitations

With two desktop HD (high definition) editing workstations in-house, Todd Taylor and Smoke artist Frank Baker are very familiar with the technical limitations imposed by lower-end HD editing systems. As soon as the price of Smoke dropped within reach, they quickly moved to acquire it, recognizing that it was just the ticket to enable the higher-end finishing services they wanted to offer.

"When you're a craft editor working 40 hours a week, you want your editing system to be responsive to whatever creative requests your client may have," says Baker. "You can't afford to be hampered creatively. A desktop system isn't going to let me hammer out high-quality HD video and effects the way that Smoke can."

Autodesk®

### Save Time, Improve Quality

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Shortly after Smoke was installed in April 2007, and with no formal Smoke training, Baker used it to edit and finish a seven-minute HD promotional video called “Automation in Action” for Best Pak, in Cucamonga, California. The video makes a case for a state-of-the-art automated packing system that allows goods to be placed onto a moving conveyor belt for fully automated handling and packaging.

### Easily Mix SD and HD Video

At various points throughout the HD video, it was necessary to mix SD (standard definition) and HD video on the same timeline. “The great thing about having Smoke is that the color-correction tools are legendary,” says Baker. “You can accurately match footage and fine-tune it to get just the look you want.”

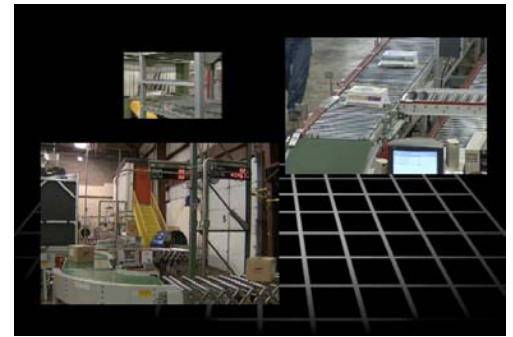
“Once we had corrected the colors and look of the first SD video scene on the timeline, the Smoke toolset allowed us to apply that same fix to all subsequent SD scenes throughout the piece so they all matched precisely,” says Baker.

“After building any look or effect we want, Smoke takes that complex set of instructions and gives us a Soft/FX macro that allows us to quickly apply the same look or effect anywhere it’s needed without having to rebuild it repeatedly from scratch. This saves a huge amount of time and maintains a consistent look throughout the project.”

### Attract and Retain Clients

“In the future,” says Traci Taylor, “no matter what our clients ask for in terms of creative styles, graphical looks, resolutions, or formats, with Smoke, we can handle whatever comes our way. That’s critical for successfully attracting and retaining prestigious media clientele.”

To learn more about the Autodesk Smoke editing and finishing system, visit [www.autodesk.com/smoke](http://www.autodesk.com/smoke).



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