



Phone: 303.477.9394 DENVERHIGHDEF.COM

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Denver HighDef Services and Capabilities

Pre-production

Estimating

We know the importance of the bottom line and we take great care and diligence when it comes to estimating how much your project will cost. We can work on either an hourly or project basis and we strive to complete the jobs in the most efficient way to save our clients money. Once we agree upon the estimate, we never go over the cap unless our clients know and approve of it. There are never hidden charges and the estimate process is always free of charge, whether you decide to go with us or someone else.

Conceptualizing and Brainstorming

We know how important it is to work with great ideas, so we take as much time as necessary to create custom, unique, and effective ideas. Unlike other companies using templates and recycled scripts, we treat each and every project as a unique creative opportunity.

Scripting

All Denver HighDef producers are also talented and capable writers who understand the potential of the digital video to tell your story. Script and storyboards are always one of the first and key components of producing a video and we make sure our clients are always aware of all the revisions and script changes, always available and accessible on our web-based files manager from anywhere in the world.

Project Management and Scheduling

Unlike smaller production houses, we have a solid system in place to keep projects on track and on budget. Using custom software we developed in-house, every stage of the project is executed deliberately and precisely. Every project is assigned a dedicated project manager who makes sure production stays on track.

Casting

We work with several agencies in Colorado to cast just the right person for your production. Whether it's a non-speaking part or an improv-based comedic role, we have likable and talented people to feature your product or service.



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Production

Location production

While most of our filming takes place in Colorado, our producers and mobile equipment packages are capable of working anywhere in the world. We provide all the key components for a shoot of any size, from makeup to lighting and sound. Our crews are creative, efficient, and able to work under tight deadlines and on short notice.

Studio production

In addition to the ability to create complex physical sets, we are the experts at working with green screen. In addition to setting up the optimal lighting for keying, we also use the latest software tools to achieve crisp, clean keys that look equally well on the web as well as on the plasma screen in the boardroom.

High definition filming in HDCAM or HDV formats.

These are the two most widely used HD formats today. They are future-proof for many years to come and provide great-looking video at several sensible price points.

Post-production

Graphics

Our in-house graphics designers are able to create anything from animated logos to complex 3-D models as well as everything in between. Using AfterEffects, Maya and Shake, we're able to create, animate and composite for virtually any project. We can do virtual sets, animated characters, and slick graphics packages for broadcast and cable to mention just a few.

Stock footage and music

We have extensive stock footage and royalty-free music collections that provide vast possibilities for any project. Royalty-free means that you'll never have to worry about someone attempting to stop you from using the perfect piece of music in your project or ask for payment years later.

Editing

Our roots are in editing, so this is our area of absolute expertise. Other production houses call us with questions when it comes to working Final Cut, our in-house editing solution. We have the capability to edit just about all broadcast and consumer formats in our three state-of-the-art edit suites. We pride ourselves on having the latest and greatest tools and



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technology available, including a centralized data server so any project can be edited in any suite, affording flexibility and efficiency. Clients love working with our award-winning editors who are exquisite storytellers.

Compression

We are digital gurus when it comes to compression and anything that has to do with video on the web. Optimizing for quality and smaller file size, we achieve superb results with Quicktime/H.264, Flash, and Windows Media formats. We don't do web sites or C++ programming, but will help you see the project to its completion, working with your external resources.

DVD Authoring

We've worked on everything from high-def Blu-Ray DVDs to standard definition discs. In addition to pristine MPEG2 encoding for optimal image quality, we know how to create complex DVD menus and sophisticated programming tasks.

Great working environment and client service

We built our excellent reputation by word of mouth with extraordinary service and careful attention to client's needs before, during and after the production process. We have a unique and creativity-inspiring space right next to downtown Denver that has comfortable meeting space and client work areas. If you're not in town, our web-based file manager will allow you to review and comment on your video from anywhere in the world with ease. Finally, we are always attentive to client needs, even years after the production is finished and you need a DVD of the final piece. Speaking of which - unlike other production houses, we will never "hold" or "release" any of your materials - raw footage, final edited piece or graphics we created for your project. Everything you paid for is always yours to take, but we're also happy to store all the materials on-site if desired.