



Studio Hamburg

“SHOWTIME!” WITH THE EPSON DISCPRODUCER PP-100N

STUDIO HAMBURG DISTRIBUTION & MARKETING GMBH PRINTS AND BURNS HIGH-QUALITY DVDS WITH THE EPSON DISCPRODUCER PP-100N

For TV distribution companies like Studio Hamburg Distribution & Marketing GmbH, professionally designed DVDs are an important tool for gaining customer interest. Before marketing a film, film material is digitised to DVD for interested parties to view. In this way, the DVD is like a business card for the studio and must have a correspondingly high-quality look and feel. Knowing that the technical and aesthetic value of the viewing material often plays a decisive role in the end purchasing decision for a format, Epson developed a Discproducer in the PP-100N which burns CDs and DVDs reliably and prints them in high quality.



Epson Discproducer PP-100.



Stephan Rama, Technical Director at Studio Hamburg Distribution & Marketing GmbH, is impressed by the Epson PP-100.

“TATORT” AND OTHER SERIES

Studio Hamburg Distribution & Marketing GmbH chose two Epson Discproducers, in order to produce high-quality DVDs quickly. Using the Discproducers, copies of successful German television series such as “Tatort”, “Die Männer vom K3” and “Großstadtrevier” are produced as viewing material to be sent to interested parties worldwide. The core business of Studio Hamburg Distribution & Marketing GmbH is the production, evaluation and sale of corresponding formats. In

its business of international programme sales, the studio has access to the programme archives of different German broadcasting stations and production companies, but it mainly concentrates on marketing NDR programmes. Because of this, Studio Hamburg Distribution & Marketing GmbH has a wide variety of programmes and clips. The studio currently has access to over 3,000 film productions, each one already digitised to DVD.



The Epson PP-100 in use.

DVDS NON-STOP

With over 900 employees, the Studio Hamburg Group is one of the largest studios in Europe. Just as high is the daily effort to provide various productions worldwide. The Epson Discproducer PP-100N produces approximately 700 to 1,000 copies per month, and at trade fairs it can produce considerably more. This volume would be impossible without a high-performance copying and printing system, as producing a large number of DVDs using just a PC is too time-consuming: taking

out each individual blank disc and putting it in the machine, setting up the contents in the burning software, going through the burning process and then printing yet another blank disc and starting again. While this process is feasible with single discs, larger numbers of discs keep employees chained to the PC for too long. But with the Epson Discproducer, the data is collected and sent to the producer, and the entire DVD burning process is then carried out automatically.

BURN AND PRINT CDS AND DVDS QUICKLY, EVEN ON A NETWORK

“To ease the load on employees and be able to expand our range on offer, we looked for a fully automatic system that could produce large volumes quickly and reliably,” Stephan Rama, the Technical Director at Studio Hamburg Distribution & Marketing GmbH explains. “Another very important criterion was that the device had to be network-compatible.” Through Epson partner AV.COM GmbH, Studio Hamburg Distribution & Marketing GmbH purchased two Epson Discproducers: a combination of a CD/DVD copying system and a six-colour inkjet printer. This system can burn up to 30 CDs or 15 DVDs per hour and simultaneously print them to a very high standard. As the PP-100N is equipped with a network interface, it can operate from a

company-wide network as well as from a personal office computer. This way, several employees at once can work with the Discproducers. The data to be burned needs only be loaded onto the PC together as a “job” and then one press of a button transfers the data to the system. The rest is fully automatic. Even discs that have been previously burned and produced can be printed by the system. With this type of job, the system can even produce up to 60 discs per hour. “The Epson Discproducer PP-100N transformed top-quality production of larger DVD/CD series into child’s play,” Rama exults.

COST-EFFICIENT IN-HOUSE PRODUCTION OF DVDS

Thanks to the Epson Discproducer PP-100N, Studio Hamburg Distribution & Marketing GmbH can now make individual copies much faster than before. “The production material, with its various audio tracks and neutral title backgrounds for manufacturing discs in the desired

language, is only sent when the customer has purchased that format,” Rama explains. “Thanks to the Epson PP-100, the reaction time, from the time a query is received to the point when sample material is sent to the interest party, has become significantly faster.”

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