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A KRAMER ELECTRONICS COMPANY

THE ANT FARM SWARMS WITH SIERRA VIDEO PRODUCT

We originally chose Sierra Video products because of their reliability and a price point that fit our budget. We haven't had a single moment of downtime from any of the equipment, so when we wanted to transition to a larger system we looked to Sierra Video.

CRAIG FRIEMAN,
Systems Engineer,
The Ant Farm

Running 24 hours a day, seven days a week, means any downtime can be costly. Serving Hollywood's biggest studios means reliability is paramount. At The Ant Farm, one of the world's largest advertising postproduction facilities, Sierra Video routers handle hundreds of routes every day without flaw. As The Ant Farm has grown, so have the routers.

The Ant Farm creates and produces advertisements for feature films, television programs and video games, using a variety of media formats – from film previews and television ads to movie posters and motion graphics. When The Ant Farm opened their 36,000 square-foot facility in Los Angeles, CA, they chose a Sierra Video Tahoe Router, which provided audio/video and deck control from a nine-level router in a mid-sized system. Within a year, The Ant Farm outgrew the original routing system, but because of the Sierra Video's TRADE IN - TRADE UP ROUTING SWITCHER EXCHANGE PROGRAM™, they were able to easily upgrade and expand. With the help of the Sierra Video team and local broadcast integration specialists at Mason Engineering, LLC, The Ant Farm made a smooth transition to the Yosemite system, which provides both analog and digital solutions from 32 x 32 to 128 x 256. The routing switchers are supporting over 50 Avid editing suites in use virtually 24 hours a day.

To ensure a glitch-free installation, Sierra Video bench tested all of the hardware prior to shipping. Mason Engineering installed seven audio/video frames to handle composite video, digital video, analog audio, time code and RS-422 machine control. In addition, the system includes two SCP-240 programmable control panels, which offer system flexibility and functionality.

With still more room for future growth, and the confidence of the TRADE IN - TRADE UP ROUTING SWITCHER EXCHANGE PROGRAM, The Ant Farm can continue its march toward creating the ads for the next movie blockbusters and hit TV shows — one by one.

SIERRA VIDEO HEADQUARTERS

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