



# Beat Tough Production Deadlines with Adobe Premiere Pro and Fusion ioMemory™ ioFX® Solution

Hasraf “HaZ” Dulull is a visual effects Supervisor and Film Director. He has provided visual effects on major Hollywood blockbusters and has been recognized with a nomination for VFX Supervision on a high profile broadcast series. He was recently signed to Hollywood talent management IAM Entertainment for feature film director/writer representation.

## Solution Focus

- Adobe Premiere Pro and Creative Cloud
- Film editing and visual effects manipulation

## Summary of Benefits

- **Portable performance** streamlines work from any location
- **Real-time editing and visual effects manipulation** on 2K pro-res 444 files
- **Easy implementation** keeps work focus on the project

## The Challenge

HaZ accepted an exciting commission by Synerscope to write, direct and produce a short viral film to create awareness about Synerscope’s cutting edge technology for visualizing big data. The project’s quick turnaround, from script writing to final delivery, meant that HaZ needed real-time editing and visual effects capabilities that he could access from multiple locations to deliver dailies to Synerscope for review. HaZ told us, “I was using several formats, which needed caching constantly in editing and effects, and the work was slowing down when data was coming off the Macbook Pro internal hard drive.”

## The Solution

HaZ described the ioFX system and its benefits: “The new system runs Adobe Premiere Pro and Creative Cloud on a Fusion ioMemory ioFX card in a Thunderbolt expansion chassis connected to my laptop. This system allows me to be anywhere in the world and still have the same power and real-time speed required, almost like a portable post house on the move.”

Better still, it was very easy to implement. HaZ told us, “I didn’t need to adjust my current workflow or pipeline to use ioFX technology. I simply plugged it in, installed the VSL software, and configured Adobe Premiere Pro to use the ioFX card just like a hard drive. The performance was clearly evident during editing and doing visual effects on 2K pro-res 444 files.”

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HaZ Dulull,  
Film Maker and VFX Supervisor

## SanDisk® Powered Software Stack

Visual Effects Artist
Adobe Premiere Pro and Creative Cloud
OSX 10.8.4
VSL 3.2.2
ioFX 420GB

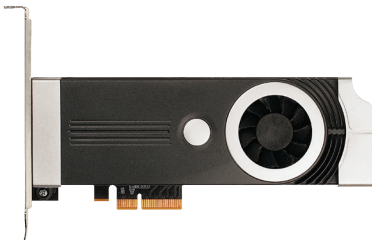
## SanDisk-Accelerated Workstation

### Film Maker Workstation



#### Solution Overview

- Macbook Pro, 2.4 GHz Intel Core i7, 8GB RAM
- Thunderbolt PCIe Expansion Chassis
- ioFX 420GB card
- Software: Adobe Premiere Pro and Creative Cloud



Fusion ioMemory ioFX®

#### See Also

##### Synerscope Project

- Created with ioFX solution
- <http://vimeo.com/71644089>

##### Adobe Creative Cloud: Enabling High-End Filmmaking on the Go

- ioFX use case at 15:41
- <http://tv.adobe.com/watch/adobe-at-ibc-2013/creative-cloud-enabling-highend-filmmaking-on-the-go/>

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The performance results discussed herein are based on Haz's internal testing and use of Fusion ioMemory products. Results and performance may vary according to configurations and systems, including drive capacity, system architecture and applications.

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