

Michael Hoff Productions □



Checking out mega-structures, monster trucks and money making. Stalking cheetahs in the wild and interrogating cheaters in the suburbs. Speeding across the Salt Flats or watching paint dry (on a tricked out Harley, that is). All in a day's work for MHP!

Michael Hoff Productions, Inc. (MHP) is one of America's premier creators of factual television programming, having developed and produced hundreds of highly rated program hours for such viewer favorites as PBS, TBS, TLC, Court TV, Animal Planet and the History, Discovery, Military, Travel and National Geographic Channels. (www.mhptv.com)

When MHP required adding editorial suites and a collaborative workflow to support their growth and transition to High Definition, the studio selected Snader & Associates to provide a solution. MHP's creative staff works around the clock to produce high quality programming, and the team needs the ability to have multiple editors and artists working on a wide variety of projects simultaneously. The High Definition programming requirement now makes it critical for the team to mix resolutions and formats to produce the final show on time and within budget.

Snader & Associates determined that an Avid solution would meet the unique demands and multiple requirements of the MHP studios. Three Avid Symphony editing systems and two Avid Symphony HD Nitris systems, integrated with an Avid Unity Storage Area Network (SAN), provide the editorial horsepower to produce the studio's high adrenaline programs. A collaborative environment between each editorial suite, and the ability to work seamlessly, create the efficiency needed for MHP's super fast-paced projects. Added to the Unity SAN system is a Digidesign Pro Tools audio suite and multiple Avid Xpress Pro HD seats to create a total editorial environment tailored to the creative mindset necessary to produce the award-winning programming for which Michael Hoff's clients constantly clamor.

Snader & Associates. and MHP continue to work very closely to implement technological solutions that meet budget and production schedules as the studio continues to expand its capabilities (next up: increasing storage capacity). Through a truly collaborative partnership -- with Snader understanding MHP's business and creative needs, and MHP valuing the consistently high performance of the long-term Snader relationship -- the tumultuous transition

from standard to High Definition programming has been a complete success. The studio now stands ready to handle whatever the wild world dishes out -- and to deliver it to eager audiences across the globe.

