FACILITY SHOWCASE

VIDEO SYSTEMS MAY 1990 EDITION

Audio Plus Video Int'l; International Post

240 Pegasus Ave. Northvale, NJ 07647

In 1979 Audio Plus Video International (APVI) began operations in Northvale, NJ, with one standards converter, five employees and a vision of the future of international video.

Today, with seven standards converters and a staff of more 70 engineers, technicians and sales and office personnel, APVI continues to serve an international clientele by specializing in digital video standards conversion, videotape duplication, film-to-tape transfer, PAL editing, and audio relays. Recently added D-1 and D-2 machines complement an extensive array of multi-standard equipment, including 2-inch, 1-inch type B and C, Betacam, ¾-inch, SP, BVU, 8mm, super VHS, VHS and Betamax.

As the new decade dawns, APVI has completed one of the most advanced international post-production facilities constructed in the United States. Located in a 15,000-square-foot facility (235 Pegasus Ave.) across the street from its current headquarters, International Post will offer complete multistandard editing, film-to-tape transfer and audio layback rooms.

"As the European market is growing and the number of joint ventures between American and European production companies is escalating, we believe this service will prove itself increasingly valuable," said André Macaluso, vice president and general manager.

The International Post editing suite is a unique dual-standard NTSC/PAL room, capable of either NTSC-to-NTSC or PAL-to-PAL editing. The heart of the system is a Grass Valley switcher, and its main tape sources include 1-inch VTRs, Betacam and BVU type VCRs. The master edit suite is equipped with a Grass Valley 200-2N switcher and a Grass Valley 151 edit system. Dual-standard ADO, Super Scribe character generator and black-and-white title camera are available. The audio mixer is a Grass Valley 24×4×2 with direct editor control and separate E-MEMs. The dual-standard capability is configured for optimum versatility: switching from standard to standard takes only moments. This will be beneficial to clients with multistandard source material.



Film-to-tape consists of two color-correct suites. Because of the demand for digital video, the first suite features a new Rank Turbo with Digi-IV and state-of-the-art color corrector for direct transfers to D-1, D-2 and all other tape formats. The color corrector has features to control an Accom digital encoder and Accom noise reducer, allowing for complete scene-to-scene control and enhancement. The second room houses a Marconi CCD line array telecine with Sunburst color corrector.

The Audio suite was designed for audio laybacks and voice-overs. A specialized computer synchronizer allows for multistandard synchronization to any videotape format, and the announce booth can accommodate two announcers. Other equipment includes an Otari ½-inch 4-track ATR with center track time code and pilot tone, and 16/35mm film mag dubbers with 16mm and 35mm optical heads.

APVI will continue to provide specialized services in digital standards conversion and transcoding with ADAC and ACE converters, and duplication in all standards (NTSC, PAL, SECAM and PAL-M) and formats.

Other services offered by APVI include international shipping, domestic distribution, library storage, tape stock evaluation, and program length alteration via Lexicon. Also, fiber-optic lines will tie APVI and the International Post operations for instant access and satellite distribution of programming anywhere in the world. European production companies no longer need to shoot in NTSC and then convert to PAL at home. APVI's multistandard rental equipment enables clients to shoot in the format of their choice, edit at International Post, and immediately sat-feed the tape home.

Audio Plus Video International is a Video Services Corporation company.