

For Immediate Release

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## **Digital Service Station® expands into Canada!**

A Toronto post-production company offers a new service to help independent film makers and production companies who wish to edit projects in-house. Al Mitchell, president of PPD – Post Producers Digital, announced this week that PPD has become the first Digital Service Station® in Canada.

The simple *“You Shoot/We Capture, You Edit/We Deliver”* concept behind Digital Service Station was created by Terence Curren, president of AlphaDogs in Burbank California. Curren explains that *“with today’s technology many producers are editing their projects in-house, however they sometimes lack the technical expertise and equipment to ingest and output their projects. That’s where the media transfer specialists at Digital Service Station come in.”*

With locations in the United States and now Canada, Digital Service Stations capture or transcode camera source material to Avid or Final Cut edit-ready media. When the project has been edited and is ready to record or export to videotape or other delivery formats they have the HD and SD machines, encoders and test equipment to ensure a smooth delivery process. They take all the worry out of SD, HD and file-based captures, laybacks and exports. All clients need to do is shoot and edit.

Many producers who are editing in-house may not realize that there are resources they can use to take their production to the next level. By working with the experts at a Digital Service Station producers can add a lot of production quality to their shows without having to edit their entire project at an outside post house. Mitchell explains that *“clients bring us projects which are fully edited but may need advanced colour correction or other finishing tools which they don’t normally have access to. For broadcast projects our experienced editors will check video and audio levels to ensure they meet stringent broadcast specifications. One of the key advantages is that producers traveling to different cities in North America can rely on the technical expertise and high quality of HD and SD equipment at each local Digital Service Station to get the job done”*. Toronto is also the first Digital Service Station location to offer services for Stereoscopic 3D editing.

For more information go to [www.digitalservicestation.com](http://www.digitalservicestation.com)

About PPD - Founded in 1994 by editor Al Mitchell and his business partner Tim Deterling, Toronto-based Post Producers Digital Ltd. was one of the first fully digital post production companies in Canada. The company's team of seasoned editors and technical experts provide clients with digital solutions including stereoscopic 3D editing. Personal attention from our award-winning team ensures client satisfaction and cost-effective delivery of superior post production services—including editing, color correction, Blu-Ray/DVD authoring, media transfers, closed captioning and descriptive video.

**Digital Service Station™ is provided in association with Post Producers Digital Ltd.**

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