



MAGNO RENOVATES TIMES SQUARE FACILITY, INTEGRATING LATEST PRODUCTION, POST-PRODUCTION EQUIPMENT

NEW YORK (Feb 27, 2008) – Magno Sound & Video has completed a significant renovation of its Times Square facility, integrating an array of the latest high-definition projection, encoding, editing and audio equipment, as well as upgrading its popular working kitchen sets – all while maintaining the specialized traditional tools that enable Magno to generate optimal results for clients’ specific needs.

“Technology advancements are re-defining the parameters of post-production capability,” says David Friedman, executive vice president of Magno. “We’re eagerly embracing those advancements, which we believe puts Magno at the forefront of East Coast production and post-production services.”

Among Magno’s recent renovations/upgrades are:

- The upgrade of Magno’s Studio A specializing in audio post-production for television, independent film, documentaries, trailers, reality TV and cinema spots. The studio is HD-equipped, and can support the newest HDCAM-SR and other high-definition tools. Among the new equipment purchased as a part of this upgrade are the Pro Tools HD (7210), which, among other capabilities, offers many of the most-sought after plug-ins for post-production work.

At the same time, Magno maintains some of its traditional post-production equipment to continue giving certain clients access to specialized effects best achieved by the best in older film equipment. All work created by Studio A can benefit from final playback and print mastering in Magno’s 70-seat, Dolby-certified theater.

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- A new Digital Rapids “StreamZ” encoding system, which dramatically increases the volume and quality of produced media. The StreamZ enables Magno to convert to any digital file format in a quick, single step that replaces a traditionally slower, convoluted process, allowing it to immediately digitize a client’s tape right to the format they need.
- A new working kitchen set with the newest in appliances from Electrolux, allowing for both traditional and contemporary set up. Magno’s working kitchen set is highly popular for infomercials and webcasts, and among celebrity chefs in town for satellite media tours and appearances on the midtown-based national morning shows.
- The new Avid Symphony Nitris offers real-time uncompressed HD and SD finishing, secondary color correction, HD Total Conform and Universal Mastering. Magno’s veteran editorial staff is always ready to accommodate broadcast, feature film, corporate and advertising clients.

“Magno prides itself on bringing our clients the most flexible solutions,” says Friedman. “We’ve found a way to both keep the best in what we had, and introduce new technologies that open entirely new, cost-effective possibilities for our post-production clients.”

Magno Sound & Video, founded in 1950, offers diverse audio, video and film production and post-production services.

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