

# THE EPSON P-2000 BREAKING NEW GROUND IN VIDEO PRODUCTION

## CASE STUDY

## MULTIMEDIA STORAGE VIEWER



For more information on how you can benefit from an Epson Multimedia Storage Viewer Solution please call 1300 361 054 and quote reference 40031

### SmashPop TV

Recognised as one of Australia's more innovative video production houses, SmashPop TV has established itself as a leader in the use of video in diverse markets. In recent times, the real estate market has been the focus of the company's attention and, for founder and managing director, Brett Clements, the Internet and leading-edge technologies are keys to success. Among those technologies, the Epson P-2000 Multimedia Storage Viewer is proving to be one of the most versatile *and* valuable tools to support this.

#### Demanding Portability and Quality

Over the years, one of the issues that Clements has sought to deal with is the inherent difficulty in delivering video presentations to clients. "If a client comes to our offices, it's fine," he says. "We simply use our on-site equipment. But in most cases we need to conduct the presentation at the client's premises, which means we need to rely on their AV playback equipment or take along a notebook computer with the video files on the hard drive.

"Either way, it's a lot of hassle and really demonstrates the physical constraints we're under. Essentially, I was after a solution that would give me full video playback capabilities without the need to rely on bulky AV equipment or a notebook computer. Portability *and* quality were the big things!"

#### The Epson P-2000

Having seen a demonstration of the newly released Epson P-2000 Multimedia Storage Viewer, Clements set out to test its capabilities both as a personal business tool and as part of a new initiative being planned for one of SmashPop's most high profile clients.

#### Pocket Presentation Power

Weighing in at less than 500 grams and measuring only 147mm by 84mm, the P-2000 has become an almost permanent fixture in Clements' pocket. "It goes with me everywhere," he says. "And in light of the fact that business opportunities often arise when and where you least expect them, the unit's portability is brilliant.

"I can be at a party or conference and find myself talking to someone who may well be a prospective client. All I need to do is take out the P-2000 and have them viewing samples of our work within a matter of seconds," Clements states. "Try doing that when all you have to rely on is a notebook computer or stacks of DVDs."

Adding further to the versatility of the P-2000 is its 40 GB hard drive, which provides Clements with more than enough storage space to maintain a comprehensive portfolio of his company's work. "Most of the video files compress down to around 2Mb, meaning I could theoretically store as many as 2,000 files on a single unit."

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Brett Clements  
Managing Director  
SmashPop TV



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#### Colour and Quality

As a 25-year veteran of the video production industry, Clements is all too aware of the importance of accurate colour reproduction. "When you're showing a video clip to a client, it's absolutely essential it have the best possible colour - exactly how you prepared the footage in the first place," he says.

"This is definitely one of the big points in the P-2000's favour. The quality and brightness of the playback is so high that even if I'm using the unit out in the open, the clarity and colour are simply outstanding."

#### When Connectivity Counts

Along with the versatility afforded Clements by virtue of the P-2000's compact size are the additional benefits of its broad connectivity features. With the ability to connect to televisions and even computer monitors, the P-2000 can be used by Clements to provide clients with a big-screen experience directly from the compact multimedia playback viewer.

"This gives me the best of two worlds," Clements says. "I can deliver a big-screen presentation and later, if someone wants to have another look at the video, I just pass over the P-2000 and it's right there for them, along with great sounding audio from its in-built speaker."

"Then again, if the client wants a copy of the file on their own PC, all I need to do is connect the P-2000 straight to their computer and in a couple of seconds the file is transferred."

#### Taking the Virtual Tour

Having recognised the enormous potential of the P-2000, Clements has established it as an integral component in a new business initiative currently being undertaken between SmashPop and one of its major real estate clients. "We've already made big headway into using the Internet as a platform for real estate virtual tours," Clements says. "And now we're planning to take this further by utilising the P-2000."

"The plan is to provide real estate agents with a comprehensive video library of properties their company is listing. Then, rather than drive prospective buyers from one property to another, the agents can run through a series of videos with the buyer and narrow the list down to a select few. The results are fairly obvious - major time savings and the opportunity to showcase more properties."

"What it really comes down to is that this [P-2000] is a slick piece of work," Clements says. "As far as I'm concerned it's definitely *not* just for photographers. It's for anyone who works in the digital graphics medium."

