

Reality

Real-time, Web-based video logging

The Reality Principle

Reality makes wading through video footage a thing of the past. Production staff can encode video and log content descriptions in real time as the action unfolds. You'll spend less time searching for shots and more time creating a show that will glue viewers to their seats. That's the **Reality Principle**.

Build the Story in Reality Time

With **Reality**, you can make building the story a seamless part of the production process.

Use as many cameras as you need: Reality can handle them all. Reality can be configured to support any number of feeds, so you can add as many cameras as you need to grab all the action.

Get instant access to video while you're shooting. Reality lets you encode video and log content descriptions in real time, making them available for viewing, playing and browsing while you're still shooting. You can start building your production right away.



Search, select and generate EDLs

Use shortcuts and shorthand for fast, easy logging. With Reality, you can create shortcuts for inputting video content descriptions live. Define keywords, abbreviations and keyboard shortcuts for super-fast logging to describe live action as seen on your monitor. Plus, descriptions are consistent no matter who's doing the logging and when.

Find shots and play them back instantly. The entire production, since day one, is always ready to search, play and browse. Search by participant name, date, time, interest rating, location, or action or emotion keyword, and play results instantly. Search results appear as thumbnails with descriptions, so you can spot shots at a glance.

Generate coarse edits. Once you've found the most gripping material, you can mark in and out, assemble a story and refine it as new material comes in. And you can generate an edit decision list that can be used from any non-linear editing system such as Avid or Final Cut Pro.

Real customers
on Reality

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“Reality reduced our post-production effort by 30%, helping us meet tight deadlines and contributing significantly to our phenomenal success.”

Jean Lamoureux
Producer of Star Académie,
ProductionsJ

“Reality never failed us during the entire 10-week shoot. It was reliable 24/7.”

Yves Bériault
Technical Director
Y.B. Productions

11:00:00:04

Real customers on Reality



"I love Reality. It gave me a sense of complete control over the content. I knew my editorial decisions were the best ones all the time."

Jean-Marc Létourneau
Director of Occupation Double PRAM

Streamline Your Workflow

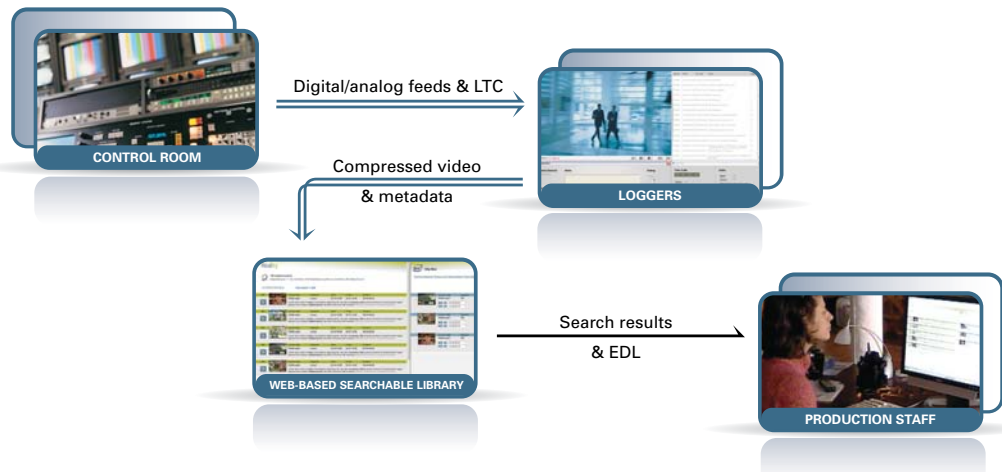
Reality makes bringing together the crew and ideas to create a winning show a snap.

Web-based Reality is anywhere, any time you want it. Post-production staff work from the Web, so they can use **Reality** simultaneously, from any location, with no special software installed. They can work from a remote editing facility and watch the action unfold as if they were on set. All they need is a network connection and a Web browser.

Email shots and ideas to colleagues. Staff can share their results with the rest of the team. They can email suggested shots and stories to colleagues, who can play them, see the descriptions, send back comments and suggest alternate shots.

Create paper reports for easy reference. **Reality** lets you generate paper reports with the description of a shoot and everything that happened at a glance. This is the perfect feature for crew who do their job on the move.

Reality Workflow →
Reality integrates seamlessly into your production environment. Rent, unpack and go.



Get Reality

With reality TV, everything needs to come together at the right time.

That's why you rent **Reality** as a turnkey system. You simply plug in video, audio and time code signals, network connections and...power on! Reality is there when you need it, gone when you don't. **It's reliable. It's ready. It's Reality.**

AVID is a registered trademark of Avid Technology, Inc and Final Cut Pro is a registered trademark of Apple Computer, Inc.



Lanternamagica develops video logging systems and offers indexing services to help its customers produce shows more efficiently and maximize the value of their video assets.

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