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## **Pacific Post To Package FotoKem's nextLAB® with Avid Systems**

HOLLYWOOD (August 15, 2012) – Pacific Post, a leading provider of Avid rental equipment and editorial space in Hollywood for the film and television industry, will integrate FotoKem's award-winning nextLAB® software into their editorial offerings. The agreement allows Pacific Post to offer FotoKem's nextLAB® dailies and data management software solution with Avid editorial systems.

“The ability to bundle nextLAB®-enabled systems with our existing inventory of Avid rental solutions and edit bays gives our clients an unprecedented level of efficiency,” says Pacific Post's Founder and Owner Lorenzo Sgroi. “We have witnessed the development of nextLAB® from the ground up, and know it to be an incredibly powerful, scalable and innovative dailies solution. When we looked at other systems, only FotoKem's nextLAB® is backed by a renowned company with decades-long lab experience and an in-house software team, making it our first choice.”

FotoKem's nextLAB® software securely stores media, archives to LTO, provides quality control tools, audio syncing, color management, and transcoding. It manages the full range of digital camera files and metadata available in the marketplace, and incorporates the Academy Color Encoding Specifications (ACES) architecture, an increasingly important capability for filmmakers.

Getting media from one place to another efficiently is Sgroi's goal for Pacific Post's turnkey solutions. “Dailies, editing and data management now go hand-in-hand in today's technologically-enhanced workflows. We are thrilled to deepen our relationship with FotoKem and pleased to have the power of the nextLAB® brand in our offerings.”

Sgroi spent three years as a lead Avid Certified Support Representative (ASCR) technician at FotoKem where he installed, tested, and supported Avid systems for productions in multiple locations. He has sustained a prosperous relationship with FotoKem since founding Pacific Post in 2004, collaborating on a number of projects over the years.

“This partnership expands our reach within the filmmaking community and brings creative flexibility to filmmakers in new ways, supporting our ongoing efforts to be a global solutions-oriented resource in the industry,” says FotoKem Vice President Mike Brodersen.

For more information, visit FotoKem at [www.fotokem.com](http://www.fotokem.com) or Pacific Post at [www.pacpost.com](http://www.pacpost.com).

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#### **About Pacific Post**

Pacific Post has been servicing the film and television industry since 2004. Located in Hollywood, it's the premier resource for post production rental equipment and editorial space. Pacific Post offers full-scale Avid editing systems and dailies stations powered by FotoKem's nextLAB®, along with 24-hour support and expertise. The company's hands-on approach takes the guesswork out of the post production workflow while ushering it from the first ingest to the final cut.

Follow Pacific Post on Facebook at [www.facebook.com/PacificPost1](http://www.facebook.com/PacificPost1).

#### **About FotoKem**

FotoKem is an independently owned, full-service post production facility that has become the go-to resource for the worldwide creative community. Since 1963, the company has serviced every corner of the entertainment market, providing unmatched expertise, high-end solutions and innovative technologies. The company's systems approach to the imaging chain assists filmmakers in successfully bridging production and post, and supports them in navigating the many formats and choices for telling stories. FotoKem offers a broad spectrum of services, including file-based workflows, 3D, digital intermediates, digital cinema packages, mobile dailies, global data delivery, film and video finishing, audio mixing and mastering, visual effects, full service film lab, restoration, and production rentals. FotoKem has expanded over the years with the acquisition of SPY, Keep Me Posted, Margarita Mix and L.A. Studios.

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