

For Immediate Release

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**SONY XDCAM HD AND AVID MEDIA COMPOSER CREATE WINNING
COMBINATION FOR KIDS AT VICTORY JUNCTION GANG CAMP**

*Next-Generation Digital Workflow Leverages Exceptional
Output from Small Staff; Garners National Visibility for Non-Profit*

RANDLEMAN, N.C., Sept. 9, 2008 – Since 2004, the Victory Junction Gang Camp, founded by NASCAR driver Kyle Petty and his wife Pattie, has enriched the lives of thousands of children with chronic medical conditions or serious illnesses with week-long and weekend camping experiences in North Carolina.

Now, the camp says the addition of a four-person professional video production unit utilizing an end-to-end proxy-based digital production system combining Sony XDCAM® HD camcorders and decks with Avid® Media Composer® editing systems and Avid Unity™ media storage system is helping to preserve camp memories for the kids and their families.

“The combination of the Sony XDCAM HD camcorder system and Avid editing systems has given our four-person crew the ability to deliver quality, finished video that would take many times our number of staff to accomplish through traditional methods,” said George Vaughn, Victory Junction’s director of videography. “We are all devoted to the mission of serving these kids, and working smart with the Sony/Avid combination allows us to efficiently create memories that will last a lifetime.”

According to Vaughn, the initial thinking that led to the creation of the video unit began at the end of the 2006 summer season.

Pattie Petty asked Vaughn, a veteran TV producer, to create a proposal for a program that would allow campers to depart with a video of their experience. Under Vaughn's direction, it became evident that the packages should be of broadcast quality to add capabilities beyond their current "video yearbook" concept to serve additional marketing, publicity and educational needs. But producing a high volume of quality work in a small operation with such a fast turnaround was challenging using traditional methods.

After an exhaustive survey of the market, Vaughn discovered how HD and tapeless workflows could bring this ambitious undertaking within reach. The selection of Sony XDCAM HD and Avid was immediately clear.

According to Victory Junction, in 2008 the initial two-person production unit grew into a full two-shooter, two-editor team. The front end utilizes a Sony PDW-F350 and PDW-F355 XDCAM HD camcorder with PDW-F70 and PDW-F75 decks connected to a pair of Avid Media Composer editing suites linked to an Avid Unity system.

A key workflow innovation comes through using the XDCAM system's proxy files to streamline the ingest process. Low-resolution proxy files of footage are quickly transferred into the 16-terabyte Avid Unity storage rather than having to wait for the full resolution content to be ingested. The Unity system also allows the editors to work on a project simultaneously and easily share media back and forth in real-time.

As a result, editors can start working immediately in the fast-paced production schedule that begins Sunday nights and ends Wednesday when the 25 to 30-minute DVDs are duplicated and distributed.

For video production editor John Barnett, the XDCAM HD/Avid combination was a revolutionary way of working.

“Our team has more than 78 years of broadcast and production experience combined so we recognize our goals and hit our marks,” he said. “We work hard, but also work smart with the XDCAM proxy workflow. The technology is amazing for what it makes possible; the productions have even garnered national publicity being featured on major broadcast outlets. Sony and Avid give us what we need to accomplish our work in service for this great cause.”

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