

Bluefish444 Case Study

Unified Pictures Goes I/O with Bluefish444 on Independent Films

Unified Pictures operates as an independent film production and distribution company dedicated to the development, financing, production and distribution of top-tier filmed entertainment. With several cutting-edge and artistically innovative films, Unified Pictures has established an impressive presence in a wide variety of film genres.

Founded in 2004 by Keith Kjarval and Kurt Rauer, Unified Pictures has rapidly become a dynamic force in the motion picture industry. Known for its amazing casts, moving stories, and beautiful photography, Unified specializes in multiple filmmaking areas, from development to release. In the last two years, Unified has produced six films.

Rauer holds the title of co-president. Rauer was instrumental in Unified's first acquisition and distribution of Don't Move in 2004 and he helped produce and oversaw the post-production on Unified's first completely developed, produced, and theatrically released feature film, "The Perfect Sleep". He continued in these capacities on such Unified productions as "Janie Jones", "A Single Shot" and "Rudderless". In addition to his other duties, Rauer also leads the Unified Animation Department, helping develop and produce the animated musical feature "Noah's Ark".

Unified Pictures has a long history with Bluefish444 having utilized the Lust and Fury cards dating back almost a decade. In more recent installations Unified Pictures has invested in the Bluefish444 Create 3D Ultra SDI video cards which have been installed in AVID Media Composer systems running both on Windows and Mac OSX. With hardware video scaling for Up/Down/Cross conversion and ¼ resolution draft quality workflows, the Create 3D Ultra is a fully featured RGB/YUV SDI I/O solution for AVID Media Composer and the ability to work with up to 16 channels of audio fulfilled Unified Pictures requirement of Surround Sound audio monitoring.

Recent films at Unified Pictures that utilized the Bluefish444 Create|3D Ultra are "Rudderless" (Billy Crudup, Laurence Fishburne, Selena Gomez)." Rudderless" – film star William H. Macy's directorial debut – closed out the 2014 Sundance Film Festival, was acquired by Paramount for distribution, and released on October 17, 2014. In addition, "The Driftless Area", starring Zooey Deschanel, will be released in 2015.

Kurt comments, "We were looking for a product that would supply 5.1 on an SDI link. Prior solutions we employed had some video latency issues. We made our decision on the advice of Cutter Stevens and our history with Bluefish, and it seems to have solved our problem. It is our primary IO card for editorial. The system we use is an Avid based PC linked to a 10bit monitor and an AV receiver supplying a client monitor and a set 5.1 of passive speakers."

He continues, "Our history with the Bluefish444 products we have owned have been positive overall. The longevity our company enjoyed with the original card and the flexibility of the current generation of cards indicates to me that Bluefish is amazingly focused on quality and functionality. We will continue to develop and produce independent film and animation."