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## USER REPORT

# Matrox Axio Powers Georgiew

by Nikolaj Georgiew

Founder

Georgiew Film

### HANNOVER, GERMANY

I started my career as a photographer in 1989, but in 1998 switched from still to moving images. I began to create music videos, commercials and image campaigns, and Georgiew Film was born. Post production here has always centered around Matrox video editing systems, as we always strive to be at the leading edge of technology.

We were the first music video production company in Germany to shoot on MiniDV with a Panasonic NV-DX1, then edit with Matrox DigiSuite. Viewers thought the projects were shot on film and edited in the traditional manner. We also became an early adopter of the Matrox Axio system, which has significantly streamlined our workflow.

We now have more than 300 video and film projects to our credit. For each project we assemble the most creative persons from each field—camera operators, 3D-animators, SFX specialists, innovative editors, make up artists and stylists. Our goal is always to come up with unusual, remarkable ideas and spectacular images that capture the imagination of the audience.

Since we started using the Matrox Axio system, I've been able to expand the business. The feature I most appreciate is real-time color correction. In the past, we color corrected with a program that took too long. With Axio, it's instantaneous. We also save time with the shine and 3D effects on Axio.

Much of our work has been commissioned by top recording artists and music labels such as Sony BMG, Warner Music, and Universal. One recent project cut on



Georgiew Film's Nikolaj Georgiew (center) and crew during production of the "Ganze Welt" music video.

Matrox Axio was the video for Melanie C's "First Day of My Life." The song was included on a rerelease of her "Beautiful Intentions" album in Germany, Switzerland and Austria, where it is the theme song for the soap opera "Julia." "First Day of My Life" was a No. 1 hit here and went platinum, selling over 400,000 units. The video was shot on a Panasonic Varicam, captured and cut on Matrox Axio in HD, then downconverted to PAL for output to DigiBeta in real time.

The new video from U96, "Vorbei," is also one of ours. It was produced by Hamburg-based Alex Christensen, the mastermind behind techno project U96. This project was shot on the Panasonic HVX200 and Panasonic NV-DX1 cameras with MovieTube. It was a challenge to seamlessly combine clips from the oldest Panasonic progressive camera with footage from the

newest progressive HD camera. Again, Matrox Axio's real-time features were instrumental in getting the project delivered on time and on budget.

Our latest music video for Lukas Hilbert and Tryna's "Ganze Welt" has just been completed for release in November. I'm eagerly awaiting future developments on the Matrox Axio platform. The upcoming software release will enable us to fully exploit the capabilities of the Panasonic HVX200 camera with P2 support and the new 720/25p DVCPRO HD codec. We're looking forward to moving to a tapeless workflow.

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For additional information, contact Matrox at 1-800-361-4903 or visit [www.matrox.com/video](http://www.matrox.com/video).