



Managing video research material in minutes

Royal Holloway at University of London used Blackbird for viewing, logging and editing large collections of raw footage for their industrial history research project, ADAPT.

The project films broadcast industry veterans being reunited with their past technologies and reconstructing their operations. These films are edited to create contextual archive material for multiple educational outlets.



CHALLENGE

The ADAPT project shot several reconstructions, each with a setup of multiple cameras.

Each shoot generated a huge amount of raw footage that the production team needed to be able to log, edit and publish.

The team were faced with the challenge of delivering the project without having the resources to invest in additional post-production infrastructure.

"Blackbird offers us the flexibility and scale to complete this project with the resources we have. It seems apt that as we research how production technology has evolved, we are using one of the most advanced technologies in the industry to tell this story."

John Ellis,
Professor of Media Arts

SOLUTION

Professional editing: Blackbird's complete palette covers video editing for all video industries. Tools such as colour correction, audio editing, closed captioning and graphics may be used for polishing and repurposing content.

Easy logging platform: The play windows allowed the team to start, stop and log each video with customisable keyboard shortcuts.

Innovative scalability: By using the Blackbird cloud platform, the ADAPT Project Editors could perform the full editing process on their existing infrastructure.

Project budget savings: Royal Holloway did not need to invest in any additional editing equipment.

Convenient viewing platform: The team have the option to archive their work on the Blackbird platform for students to directly access as educational material.

Working remotely: All project members can access and manage video content from any machine.

BENEFITS

Project leaders have complete administrator control of all data and access with visibility and role management. Users can be added or removed as required.

Live collaboration

Multiple project members can work on the same content concurrently. They can also collaborate via Blackbird's live chat while working on the video content simultaneously.

Low cost subscription

Our low commitment, pay-as-you-go packages save universities money.

Student Production Content



Media Arts Centre Studio



Media Arts Centre Sound Studio



GET IN TOUCH

Blackbird's cloud platform provides Royal Holloway with an innovative way of managing and editing their research content without investing in expensive edit suites. By using Blackbird, universities save a fortune.

To learn how to innovate your video research project, get in touch with the Blackbird team today.



B L A C K B I R D

commercial@blackbird.video | UK +44 (0) 330 380 1130 / USA +1 888 457 2611

www.blackbird.video