

Company: The Bare Film Company

Industry: Film production

“Because our Urban Wimax connection is so much faster for uploads than our old ISP, we will actually be able to change the way we work as a business – using the internet and remote access much more effectively”

Alex Dawson, production assistant, The Bare Film Company.

The challenge: Fast upload capability

The Bare Film Company is a production agency specialising in commercials whose clients include large global brands as well as leading advertising agencies. Bare Films provides these companies with the talent and filming equipment to translate their creative ideas into commercials for television, cinema or web audiences.

With a permanent team of nine, Bare Films was operating with a standard 2Mbps asymmetric DSL (ADSL) connection. In reality this was only giving the company upload speeds of 56Kb, which the team had long known to be insufficient for their needs. Film crews normally operate away from the office and projects are often conducted abroad, so it is important that the team back in the office can get important documents to them efficiently.

Sending a showreel to prospective clients in order to demonstrate the company’s work – a daily task – was also a major challenge. Alex Dawson, production assistant at The Bare Film Company commented, “Showreels are incredibly large video files and with our previous connection they would take 15 – 20 minutes to upload. That was a lot of time when a team member would not be able to work on anything else while the transfer was in progress.”

Implementing Urban Wimax

Alex Dawson began to investigate symmetrical broadband options for Bare Films in order to provide the additional upload bandwidth that the company required. However at around £4,000 a year the costs were dramatically higher than their existing connection. Then Dawson found out about Urban



Wimax, which quoted around half of that price, including installation.

The fact that it was an emerging technology, and wireless, did not make Dawson overly nervous, “The saving was incredible and it didn’t matter to us that Urban Wimax was new. Urban Wimax made guarantees on the service, as well as giving us details about how secure the technology is which gave us the confidence that they could offer what they promised, and that they were right for us.”

Urban Wimax uses a ‘standards-based’ Wide Area Network technology that provides high-throughput broadband connections over long distances. It is an intelligent technology that supports many different types of application, from videoconferencing through remote access to web surfing, all at high level of service.

Urban Wimax uses mapping software to assess the capacity it can offer to any customer depending on their location and distance from the base station, without the customer having to wait for an engineer to travel to the site. Using this software, Urban Wimax was able to offer Bare Films a 4Mbps symmetrical connection, which the company is now using for all of its email and internet traffic.

Implementation was very simple; “The installation team told me they could come in the next day!” said Dawson. “The antenna is fixed outside our building to receive the connection wirelessly. From there it plugs into our existing Ethernet network within the office so there were very few changes that we needed to make to our systems. It was a very simple switchover from our old ISP to the new connection.”

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The new 4Mbps connection has had a considerable impact on the team's productivity. The daily task of sending large files around the world has now become considerably quicker. "What used to take up to 20 minutes is now done in three to five. That is less than a quarter of the time, which means the team can get more done and don't have the frustrations of having their computers out of action for large amounts of time," said Dawson.

Future plans

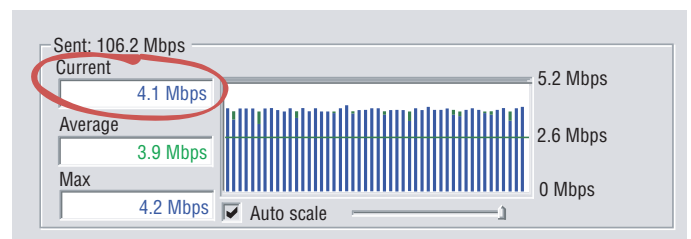
With their new, faster network connection a lot of opportunities have opened up for Bare Films, some of which, Dawson believes, will fundamentally change the way the company operates.

Bare Films is looking at the possibilities for remote working and ways that production teams can access the network while filming on location. With this in mind, perhaps the most exciting idea that Dawson is keen to implement is an online project book. This will be a secure, central, web-based resource that film crews will be able to use rather than depending upon office based colleagues to send files.

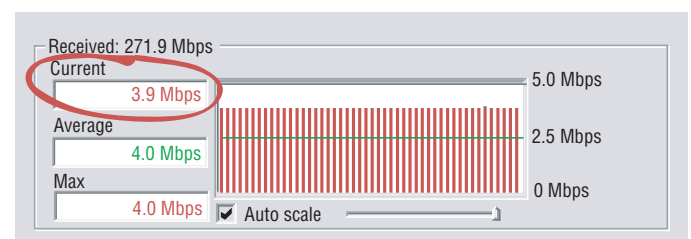
Dawson explained; "The project book will remove our dependence on email, and other team members. It will contain all of the information and documentation needed for production; storyboards, scripts and location references, making it all available to download from anywhere, as required. Until now this has not been possible because we have not had a reliable enough connection or enough capacity to upload all of this information. Now there is no reason not to do it – and that will really change the way we work!"



Urban Wimax Independent Test Results



Download



Upload

Summary:

Key Benefits:

- Symmetrical connection – equally fast upload and download speeds
- Much quicker to upload emails with large video attachments
- Dramatically less expensive than symmetrical DSL alternatives
- Improved team productivity

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