

Dailies Creator for OS X: Distribute Dailies for Secure Viewing on iPad

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Drylab R&D today introduces Dailies Creator 1.0 for OS X, its new app that ingests newly created digital video files, transcodes them into H.264, organizes footage into Shots, Scenes, and Takes, embeds Camera Report metadata, and performs encrypted distribution of the resulting iPad-ready dailies via WiFi or Dropbox. Tailored to the needs of professional DITs working on-set or in post, Dailies Creator interfaces with two iOS apps, Dailies Viewer and Cam Report, to form a complete system.

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Feature Highlights:

- * Drag-and-drop database interface
- * Dropbox support for remote distribution
- * Import all common QuickTime files
- * Export H.264 (640 pixels wide)
- * No additional license keys
- * Sort, tag, comment as you go
- * View video files
- * Easily monitor upload status
- * Supports Drylab Cam Report metadata
- * Industry standard AES-256 encryption when distributing via Dropbox

Designed for their own use by film professionals, Dailies Creator is the central component of an integrated system for distributing digital dailies. Now, the DIT can provide the DP, producer, director, script supervisor, editor, special effects supervisor, talent, and others with Retina display ready dailies viewable on their own specially configured iPads. The convenience and security of the Drylab R&D dailies system is far superior to the DVDs, hard disks, FTP passwords, and emails currently used by many film professionals.

John Christian Rosenlund, founder of Drylab R&D, is an acclaimed cinematographer with more than 23 feature films. "Today's workflow for dailies is a mess of computers, color profiles, hard drives, DVDs, TVs and cables. When the iPad arrived, we realized what we needed to do," stated John. "I have always been concerned about the importance of sharing creative and technical information among the crew. Since the birth of film production, it has been a good routine to gather the crew at the end of the day to watch dailies. It was a nice way of keeping up with the project, adjusting the cinematic style, making comments, checking focus and getting this feeling of working together with a common goal. I miss this team collaboration in the new digital workflow.

Drylab Cam Report for iOS was our first step towards gathering on-set metadata. Normally, the Camera Assistant writes the camera report on paper, but Cam Report allows it all to go directly on to an iOS mobile device. In my opinion, if someone records metadata on set, it has to be easily accessible before it becomes really useful. This app was an immediate and overwhelming success inside the film industry. And now, Cam Report can beam its metadata through the air to Dailies Creator and a web-based service generating PDFs."

The elegance of the Cam Report and Dailies Creator combination is that all the reports automatically merge with the camera video files in Dailies Creator. This unique and patented function allows users to immediately have a searchable archive in Dailies Creator, categorized by Day, Scene, Shot/Slate and Tags. Cam Report is an optional app, as metadata can be added manually within Dailies Creator.

The final component of the system, Dailies Viewer, lets users locate clips by Day, Scene, Shot, Roll, Tag, or Text Search. The app makes it possible to follow productions day-to-day from anywhere in the world. In addition to the iPad's built-in security, the app employs on-set pairing, and encrypted connections (both local and remote). Clips and metadata transferred via Dropbox receive an extra layer of encryption.

Currently, director Erik Poppe is using Dailies Viewer in the editing process for his feature film "A Thousand Times Good Night," starring Academy Award winner Juliette Binoche. "It's like a small revolution to have all my film in this little, tiny iPad. It's awesome. The ability to search within slates, scenes, shots, dates of shooting, or tags helps me feel like I am a fingertip away from having full control over my material. Now that I've got it, there will be no more productions without it," said Mr. Poppe.

System Requirements:

- * OS X 10.7.3 or later
- * 64-bit processor
- * Final Cut is not required
- * 2.2 MB

Pricing and Availability:

Dailies Creator 1.0 for Mac OS X is \$69.99 (USD) and available worldwide exclusively through the Mac App Store in the Video category. Dailies Viewer 1.0 for iOS is \$69.99 in the Photo & Video category of the iTunes App Store, and Cam Report for iOS is \$29.99. Review copies are available on request. Creator can be extended with an in-app purchase to support up to 50 paired iPads per production.

Dailies Creator 1.0:

<http://drylab.no/dailies/>

Purchase and Download (MAS):

<https://itunes.apple.com/us/app/dailies-creator/id588118020?mt=12>

Purchase and Download Dailies Viewer :

<https://itunes.apple.com/app/dailies-viewer/id589828447>

Purchase and Download Cam Report :

<https://itunes.apple.com/us/app/keyframe-cam-report/id336801525?mt=8>

Screenshot :

<http://a728.phobos.apple.com/us/r1000/116/Purple/v4/19/71/4d/19714d5b-080f-c0f2-e6f2-a7b11d7a8df9/mzl.tjcrtxoa.800x500-75.jpg>

App Icon :

http://a4.mzstatic.com/us/r1000/112/Purple/v4/ff/f8/e0/fff8e083-16b4-6003-660c-d13352a496ae/icon_rounded_corners.175x175-75.png

Based in Oslo, Norway, Drylab R&D was founded by John Christian Rosenlund in 2005. The company makes tools to help preserve artistic intention and make life easier on-set. They

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were founded and are still largely staffed by film people (including a director of photography, a digital image technician and a producer). One of their strong points is deep and personal experience and involvement with the film industry. They eat their own dogfood and use their products regularly on their own productions. Copyright (C) 2005-2013 Drylab R&D. All Rights Reserved. Apple, the Apple logo and Mac OS X platforms are trademarks of Apple Inc. in the U.S. and/or other countries. Other trademarks and registered trademarks may be the property of their respective owners.

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