



MAINSTREAM COMMUNICATIONS

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Mainstream Communications is celebrating its 25th anniversary. Our clients are corporations, associations, and non profit organizations who need help communicating their messages to employees, customers and stakeholders. We have been providing video production and event staging services from our studio in Bloomington since 1982. Our production space is about 10,000 square feet, packed with lots of high tech toys, including five video edit suites, a 1,200 square foot sound stage, digital audio recording suite, animation and graphics production, along with video, DVD & CD ROM authoring, encoding and duplication gear.

In addition, our newly expanded space houses our growing inventory of professional event staging equipment, including intelligent and traditional lighting systems, sound reinforcement packages, and large screen projection. We stage approximately 40 major corporate events each year.

We believe our ability to maintain long lasting client relationships is the key to our success. The proof of that philosophy is our client base, with several partnerships at more than 20 years in duration and counting. We can't thank them enough!

Video Production:

Mainstream is a turnkey video production company, providing all aspects of production under one roof.

- Project Consultation and Scripting**
- Casting, Makeup and Costuming**
- Studio and Location Videography**
- Teleprompting**
- 1,200 Square Foot Soundstage with Full Lighting Package**
- Existing and Custom Sets**

- Extensive Music Library**
- Pro Tools Digital Sound Recording and Mixing**
- 3D Animation, Special Effects and Graphics**
- Editing in Multiple Formats**
- Translation**
- Authoring and Encoding**
- Quantity Duplication and Replication in All Formats**

Mainstream provides a wide variety of video format choices to meet the demands of any project. We offer production and editing capabilities in both Standard Definition and High Definition formats, and the ability to convert between the two. This enables you to transition (along with the rest of the world) from SD to HD at your own pace.

We have invested heavily in the Sony XDCAM HD format for High Definition projects. This HD format offers an entryway into the world of high-def production at an affordable cost. In fact, our Betacam SP and XDCAM HD production rates are very similar. We can shoot your project in HD and down convert in the edit to standard-def, allowing you to build an archive in high definition now. Of course, we can also edit and master in HD if your project requires higher quality. Another advantage of the XDCAM format is that it records on optical disc rather than magnetic tape or a cumbersome hard drive. That means no long-term storage problems and an easy, cost effective way to archive for decades.

Our Sony F350 XDCAM HD camera shoots in 1080i resolution with optional frame rates of 24p, 30p or 60i. It is capable of over or under cranking (slow or fast motion effects that are more dynamic than can be achieved in post). The XDCAM can also record in standard-def, DVCAM format in 16x9 (widescreen), or 4x3 (standard) mode.

Our Sony D-30WS camera packages include Clear Scan capability which eliminates most scan lines when video taping computer screens. We can record in either standard (4X34x3) or widescreen (16X916x9), and in either BetaSP or DVCAM formats.

Lake Superior Suite: Our newest edit suite can handle HD formats including HDCAM, XDCAM and HDV. It is also suited for all popular SD formats including Digital Betacam, BetaSP and DVCAM. High Definition has many applications in corporate communications, including trade show video displayed on large plasma or LCD monitors, blended large screen business events, and broadcast television spots. The results are spectacular.

Lake Michigan Suite: Our linear/non-linear hybrid suite offers the best of both worlds. Based on the Digital Betacam format, this room provides us with a serial digital signal path for both audio and video. This ensures optimum quality whether the project stays on tape or is imported into a computer. And because the Mac-based non-linear edit system is the same as our other high-end suite, it can handle all the same formats, including HD.

Lake Ontario Suite: This room edits many of our standard definition projects. It is also Mac-based and is equipped to handle Digital Betacam, BetaSP and DVCAM formats. Here, our editors can import projects shot in our XDCAM HD format at full resolution. It's a great way to deliver your final product to the web, DVD, CD-ROM or videotape.

Lake Erie and Lake Huron Suites: Both these rooms are Mac-based Final Cut Pro systems that are useful for video production and the creation of media for DVD, CD-ROM, web and computer driven applications. These systems also work well as lower cost alternatives to our larger suites. They are especially suited to projects that remain in the DV domain. Both are portable for on-site editing in meeting environments, and are perfect for putting together a dynamic highlights video to close your event, including candid modules.

After a production is completed, Mainstream offers a wide range of media duplication services, from a one time mpeg1output for PowerPoint to a large quantity DVD order, we can get your project out in a timely, efficient manner without the need for an outside vendor.

Event Staging

Mainstream provides complete staging services for corporate meetings, events and trade shows.

We use CAD software to carefully design staging systems that conform to each unique venue and produce spectacular results. We transport our equipment and crew across the US, Mexico and Canada. Our experience is extensive, with over 750 successful events under our belts.

Event Services Include:

- MIDAS Concert Sound Mixing**
- FOLSOM/BARCO Video Scaling and Switching**
- MARTIN Intelligent Lighting Packages**
- PEARL Lighting Controllers**
- EV Speaker Cabinets**
- ETC Theatrical Lighting and Dimming Systems**
- Video/Data Projectors up to 10,000 lumens**
- Front and Rear Projection Screens**
- Custom Set Design and Build**
- Pyrotechnics, Lasers and Special Effects**
- Video IMAG and Event Documentation**
- Plasma/LCD Monitors**
- Custom Power Distribution**
- Soft Goods**
- Candid Show Production**
- Talent Booking including Actors, Spokespersons, Performers, and Music Acts**

Since video is such a critical part of most events, many of our shows include our video production services. It is one more way that we can provide maximum service to our customers. When our clients arrive backstage to rehearse, they find familiar faces who understand their concerns and will do whatever it takes to make this meeting the best ever. That often includes unbelievably short timelines, long hours and the inevitable last minute changes. It's what we do, and it's how we differentiate ourselves from the others.

Trade Show Services:

Mainstream also provides video and lighting packages for trade shows and other marketing events. Our lighting, sound and video specialists can work with your booth designers to create a high-impact presence for your next show. On-site, our technicians will install and maintain the equipment throughout the show, and supervise the tear-down at the end. We provide high-end lighting, sound systems, plasma and LCD monitors, and knowledgeable people to make any event spectacular.

Mission Statement:

Mainstream conducts business in an open, unencumbered manner based on fairness, common sense and honesty.

-We believe in producing the best possible finished product while receiving a profit sufficient to grow our business and improve our processes.

-We work as one team, without hidden agendas.

-We believe every project deserves our creativity.

-We believe that our clients are everything.

Properly executed, this philosophy will assure the development of long term customer relationships resulting in mutual benefit.

(Oh and by the way, working with us will be fun, too.)