An Ooyala Flex customer
Smoke & Mirrors

Customer Profile

- Smoke & Mirrors is a full-service, post production company, driven by creativity. They transform powerful ideas into visual reality for the advertising, film and music industries.

- S&M bring expertise and passion to a wide range of services; design & animation, shoot supervision, colour grading, visual effects and CGI. In addition, S&M have a dedicated print studio focusing on high-end design, retouching and photography.

- S&M have two sides to their post production business:
  - Creative for campaign and execution origination involving end-to-end pitch, shoot, production, post production and delivery
  - Localization for market adaptation international versioning for 100+ advertisers delivering to 134 markets around the world
Smoke & Mirrors
Customer Requirements and Challenges

To reduce production times so that the business can cost-effectively scale

To be more agile with a small team able to make changes quickly, reacting to challenges and opportunities

- **Complex business rules** for content QC, Transcode and Delivery
- **Deprecate legacy** systems which are end of life
- **Remove bottleneck** in tape based operations for growing volumes
- **Reduce admin overhead** for production staff
- **Minimise excessive email communication**
Smoke & Mirrors
Solution Architecture

Data driven tapeless workflows with over 100 scripted actions

Automation with intelligent role based task management
Smoke & Mirrors

Workflow

IMPORT

Asset import and proxy workflow

PROCESS

Broadcast auto QC

Manual visual QC

Client Approval QC

DELIVERY

Partner Transcode & Delivery workflow

AUTODESK

FSV

FINISHED

Asset

Automatic QC

Manual QC

Aurora

DALET

© 2019 Dalet
Smoke & Mirrors

Gained Value

- Reduced post-production project delivery times by 85% by automating workflows and eliminating human errors and redundancy
- Helping a small team deliver big results
- Flexible architecture to react to challenges
- Increased automation to simplify processes
- Reduce human error and duplication

Reduced production times so that the business can cost-effectively scale