

# G-Men Media, video collaboration, redefined and real time.

Top production studio revolutionizes video workflows with Adobe Creative Cloud and Adobe Anywhere.



"Adobe Anywhere is changing the way we do business, as well as providing tremendous time and cost savings for our clients."

*Jeff Way, chief operating officer,  
G-Men Media*



## SOLUTION

Adobe Creative Cloud and Adobe Anywhere

## RESULTS



### TIME AND MONEY

Saved clients hundreds of hours and thousands of dollars on video post-production



### COLLABORATION

Enabled collaborative workflow with real-time, simultaneous access to files



### EXPERTISE

Established teams based on talent versus location



### COMPETITIVE EDGE

Differentiated and grew business

## G-Men Media

Established in 2012

Number of employees: 4 and a dog

Los Angeles, California

[www.gmenmedia.com](http://www.gmenmedia.com)

### CHALLENGES

- Saving clients time and money that can be reinvested toward project quality
- Providing anytime, anywhere access to video files among teams of geographically dispersed specialists
- Avoiding shipping hard drives, relying on slow FTP connections, or using low-resolution proxies to exchange files



### Production company 2.0

In early 2012, CEO Clay Glendenning and COO Jeff Way founded the production company G-Men Media. In its first two years, the production company has enjoyed widespread success in film, TV, and advertising. Although thriving, like many production houses G-Men Media continually faced the challenges of working with very large files and dispersed teams in real time and in parallel. To solve these issues, the studio adopted Adobe Anywhere for video, a modern, collaborative workflow platform that allows users of Adobe professional video solutions to create high-end content using centralized media across standard networks.

"Video projects always involve collaboration among groups of people with various specialties who need access to video files," says Glendenning. "Adobe Anywhere lets us work with remote individuals and teams using Adobe Creative Cloud software. It's a genuine breakthrough for our industry."

Team members can work together over local or wide-area networks and access project files simultaneously. Adobe Anywhere provides them with shared access to the original media files, without having to use low-resolution proxies or slow FTP connections. It also eliminates the need to ship hard drives to other locations.

### A new way to work

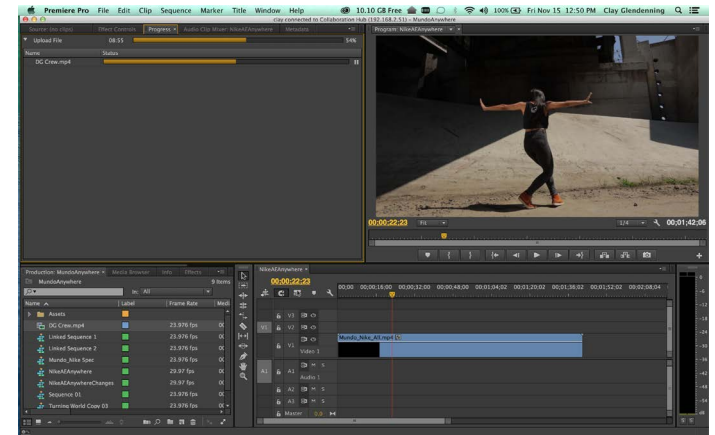
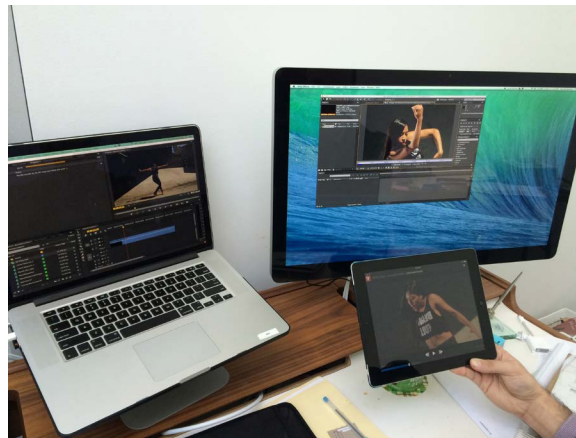
G-Men Media first tested Adobe Anywhere on shorter productions, and then used it to edit a feature film. The studio is able to integrate with its existing technology infrastructure to enable an entirely new, more productive workflow. Overhead is also lower using Adobe Anywhere because the studio spends less money on travel and overnight shipping services for sharing files.

"Using Adobe Anywhere enables us to provide our clients with seamless and fast editing capabilities so they can complete their projects in record time."

*Clay Glendenning, chief executive officer, G-Men Media*

"Working with G-Men Media and Adobe Creative Cloud eliminated many of the technical issues we had in the past such as dealing with multiple file formats...It is wonderful to focus on crafting our stories versus dealing with technical interruptions."

*Rena Croshere, film and television director, Mundo Sisters*



"When we saw Adobe Anywhere we knew we had to be among the first studios to adopt it as a way to differentiate our services, grow our business, and reduce the cost of productions," says Glendenning.

Another benefit the studio is realizing is improved time management. Everyone from editors to colorists can use Adobe Anywhere to access Adobe Creative Cloud software and collaborate on projects in real time without having to be present at the office. Instead of a three-day turnaround on project dailies, the studio can produce them in just hours or minutes. Glendenning and Way also benefit by being able to easily check in on the progress of current projects and even make comments in the content, ultimately increasing turnaround time and enabling the studio to take on more projects.

## Revolutionizing feature film editing

The studio's first feature-length film edited using Adobe Anywhere was *Savageland*, a fictional documentary about an entire town that is wiped out, leaving one survivor. Philip Guidry, Simon Herbert, and David Whelan of Massive Film Company—the producers, writers, and directors of *Savageland*—connected with G-Men Media and hit it off both personally and professionally. Massive Film Company liked the idea of a solution that could help streamline the filmmaking process.

The film was created using Adobe Anywhere with Adobe Premiere Pro CC and Adobe After Effects CC. It combines six different camera formats, from cell phone video to RED 4K footage. Still photographs edited in Adobe Photoshop CC and large architectural renderings were edited on the Adobe Premiere Pro CC timeline. While not yet directly supported by Adobe Anywhere, SpeedGrade CC, the powerful color grading system in Adobe Creative Cloud, was also used on the project.



Jeff Way and Clay Glendenning, G-Men Media

"On *Savageland*, we were able to save hundreds of hours and thousands of dollars using Adobe Anywhere that were invested back into the project."

*Clay Glendenning, chief executive officer, G-Men Media*

"We knew that Adobe Premiere Pro CC was the only solution that could handle the variety and volume of footage without any hassles," says Glendenning. "Using Adobe Anywhere enables us to provide our clients with seamless and fast editing capabilities so they can complete their projects in record time."

### All together, from anywhere

Adobe Anywhere solves the issue of coordinating among multiple geographically dispersed individuals working on films. From film editors to visual effects artists, color correction specialists, and producers, the team working on *Savageland* was spread among multiple locations from California to the United Kingdom.

Adobe Anywhere and Creative Cloud allowed everyone to work remotely and make changes simultaneously. G-Men uses a VPN for remote connections, which helps to maintain security and alleviate any concerns about data and information being compromised. Through real-time collaboration using Adobe Anywhere, the G-Men Media team estimates that *Savageland* was finished in about one-fourth the time the film would have otherwise taken to complete.

"Adobe Anywhere is a complete game-changer because we do not have to coordinate schedules and we virtually eliminate travel time and costs," says Whelan. Adds Glendenning, "On *Savageland*, we were able to save hundreds of hours and thousands of dollars using Adobe Anywhere that were invested back into the project."

The team laid out all the assets for the film on the Adobe Premiere Pro CC timeline, including massive images in Photoshop CC and effects created in After Effects CC. Due to the size of the files, the team was anxious that the servers might fail to render the giant files, but all went smoothly—and this had a positive impact on the quality of the film.

"We were able to add more shots than we normally would, provide a more professional feel, and add more effects," says Whelan. "Adobe Anywhere and Adobe Creative Cloud let us be more creative without worrying about settling or making compromises due to costs or resources. Our movie is better than it would have been if we didn't use Adobe Anywhere."

### Cutting production time

G-Men subsequently used Adobe Anywhere to help documentary film and television directors the Mundo Sisters, Rena Croshere and Nadine Mundo, edit a music video for Sophie Holt. The sisters had previously worked with editors who used Final Cut Pro and Avid for high-profile entertainment companies like MTV and Showtime. They then tried G-Men Media and Creative Cloud and found the transition seamless.

"Adobe Anywhere cuts the time to get work done in half. It's a much smarter, entrepreneurial, and flexible way to work."

*Nadine Mundo, film and television director,  
Mundo Sisters*

## SOLUTION AT A GLANCE

- Adobe Anywhere
- Adobe Creative Cloud.

Components used include:

- Adobe After Effects CC
- Adobe Photoshop CC
- Adobe Premiere Pro CC
- Adobe SpeedGrade CC

"Working with G-Men Media and Adobe Creative Cloud eliminated many of the technical issues we had in the past such as dealing with multiple file formats," says Croshere. "Adobe Creative Cloud software is solid and we are super impressed. It is wonderful to focus on crafting our stories versus dealing with technical interruptions."

For the "Golden Light" music video, Adobe Anywhere proved instrumental. Instead of uploading projects to online storage or sending hard drives back and forth as the two had done in the past, the sisters shared files and collaborated with others on the project using Adobe Anywhere. They were able to provide comments via Adobe Anywhere to keep the process moving forward and see edits in real time.

"Adobe Anywhere cuts the time to get work done in half," says Mundo. "It's a much smarter, entrepreneurial, and flexible way to work."

The Mundo Sisters often travel for their projects and tap into the talents of artists in many locations, such as New York and Los Angeles. With Adobe Anywhere and Creative Cloud, everyone can collaborate in real time. Many artists use mobile devices and can work while they travel, promoting an innovative atmosphere that suits the on-the-go lifestyles and device preferences of young filmmakers.

"With Adobe Anywhere, we can use our existing infrastructure for things like storage and asset management, while at the same time putting together project teams based on talent versus location," says Way. "Adobe Anywhere is changing the way we do business, as well as providing tremendous time and cost savings for our clients."

For more information

[www.adobe.com/products/adobeanywhere.html](http://www.adobe.com/products/adobeanywhere.html)

[www.adobe.com/products/creativecloud.html](http://www.adobe.com/products/creativecloud.html)



Adobe Systems Incorporated  
345 Park Avenue  
San Jose, CA 95110-2704  
USA  
[www.adobe.com](http://www.adobe.com)

Adobe, the Adobe logo, Adobe Premiere, After Effects, Creative Cloud, Photoshop, and SpeedGrade are either registered trademarks or trademarks of Adobe Systems Incorporated in the United States and/or other countries. All other trademarks are the property of their respective owners.