

CLIENT: MediaComm • MEDIA: Tape Collection • SOLUTION: Gemtrac

MediaComm “Changes Gears” To Solve “Growing Pains”

MediaComm is one of the largest full service production and post-production companies in the Southeast. From its Charlotte, North Carolina headquarters it provides turnkey production and uplinking services for National and International clients including The Inspiration Networks (which operates the “INSP-The Inspiration Network” and the “I-LifeTV” cable networks) and Wheeler Television (whose programs include the nationally-distributed “Totally NASCAR”) Most recently, it also became the production headquarters for Speed Channel, a Fox Channels Group company.

The Challenge

While in the process of negotiating the deal with Speed Channel, Lowell Warner, Director of Operations for MediaComm was trying to determine where to store 120,000 additional videotapes and find office space for the new employees that would be joining them.

The new tape library was to be located in an area 70’ long by 30’ wide with a 10’ ceiling, currently filled with office cubicles. Lowell Warner indicated that every possible inch of space was critically needed. During the initial proposal, Russ Bassett Regional Sales



Adding new business results in a major space deficit.



Hi-cube Gemtrac leaves 900 ft² available for office facilities.

Solutions

Manager, Scott Brown commented that with some additional ceiling height the Gemtracs could be double-stacked. Lowell responded, “What if I told you I have 12’ above the drop ceiling making a total of 22 ft”.

The Solution

Hi-Cube (double-stacked) Gemtrac provides double the storage capacity while cutting the floor space requirements in half. The final installation measures 39’ 10” x 27’ 1”, leaving 900 ft² free for other purposes.

“Hi-Cube Gemtrac provides double the storage capacity.”

The Result

The layout has 66 Gemtracs including a few 1/2-Gemtracs, and provides growth-space for 8 future units. The “build your own” design of the Gemtrac allows the flexibility to store MediaComm’s seven different media formats: small beta, large beta, large D2, small D2, VHS, 3/4 U-matic & CDs.

After the installation was complete, Lowell remarked that he was satisfied beyond his initial thoughts and, that he would highly recommend Gemtrac to anyone that has a space crunch.