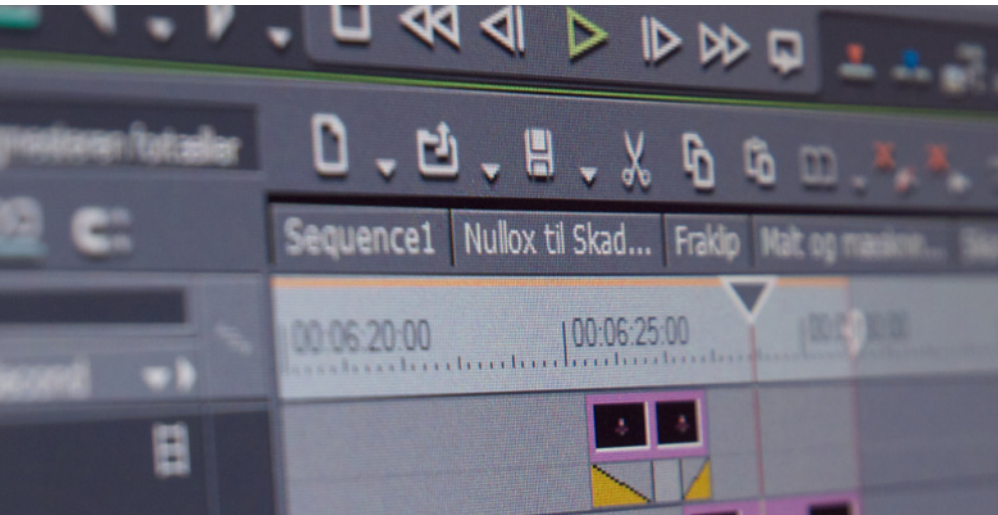


# CARLSBERG GROUP

## Using EDIUS to improve internal communications

**CUSTOMER:**

Carlsberg Group  
Copenhagen, Denmark

**EQUIPMENT:**

EDIUS multiformat nonlinear editor  
HDSPARK HDMI output board

**APPLICATION:**

Editing videos for internal communications and public media use



### BACKGROUND

Carlsberg, one of the world's most well-known premium beers and the 4th largest brewery group in the world, is investing heavily to reposition its brand for future growth. Internally, it is using the latest video production tools and technologies at various locations around the world to keep its growing workforce informed of this and other company developments.

In Denmark, Andreas Horup Nilsson, a journalist and communications advisor in the Communications Department at Carlsberg's headquarters in Denmark, is tasked with producing online content and standalone HD videos to help the company tell its story. Nilsson and his colleague Mikkel Cantzler Christensen use the latest Grass Valley™ craft editing tools—including EDIUS® nonlinear editing software and a Grass Valley HDSPARK™ HDMI output board—on a daily basis to keep up with the workload.

When the two were looking for an HD editing program, they needed something that was fast and could handle the wide variety of formats they get into their office from other departments and Carlsberg locations around the world. They also wanted to be sure that whatever program they decided on didn't make them wait for a lot of video processing and rendering of effects and transitions. The answer was EDIUS.

### RAISING A GLASS TO EDIUS

Medietek, a broadcast and professional production equipment reseller based in Aarhus, sold the EDIUS and HDSPARK board to Nilsson's group. Medietek's Rasmus Boesen recommended it over other competing editing systems, which he said tend to get bogged down under heavy production demands like those at Carlsberg.

HDSPARK was included as it is designed to support the increasing number of video professionals who are using file-based acquisition and simply need to see their projects output in real-time, using affordable HDMI monitors like the ones in Nilsson's office, where videos are edited.

Based on the PCI Express form factor, HDSPARK offers constant real-time, full-resolution HDMI-based video preview with separate audio output for high-quality monitoring. Grass Valley's experience in ADVC® technology ensures that the audio and video are perfectly in sync at all times during editing.

**"I would recommend EDIUS to anyone that needs an editing program that is fast and can handle a lot of different types of content, because it really is a plug-and-play system."**

**Andreas Horup Nilsson**  
Journalist and Communications Advisor  
Communications Department  
Carlsberg Group, Denmark



“Video is used extensively as part of our internal storytelling. The point is to keep everyone connected and feeling good about the company and the work they do. The EDIUS system helps me do that in the best possible way.”

**Andreas Horup Nilsson**

Journalist and Communications Advisor  
Communications Department  
Carlsberg Group, Denmark

Nilsson and Christensen have been using EDIUS and HDSPARK (with 2.5 TB of local storage capacity) for more than a year now, and they couldn't be happier with the results.

With EDIUS they've never had a system crash, and the majority of their projects get turned around ahead of schedule. That's impressive considering their output is about two hours of finished video a month, depending upon demand.

In addition to internal videos, Nilsson also produces rough-cut videos of Carlsberg-sponsored events (like the UEFA EURO football tournament, which Carlsberg has supported for the past seven years) that are distributed to and often used by the local and national media. This includes international broadcast channels like “Discovery Science.”

The ultimate goal of Nilsson's group is to keep the company's 1,800 employees in Denmark up to date about what the company is doing in order to develop a dynamic and transparent work environment.

For Nilsson, video production is about storytelling and EDIUS does not get in the way of creativity.

“People often talk about workflow, but with EDIUS we get a lot of flow without that much work.”

**Andreas Horup Nilsson**, Journalist and Communications Advisor  
Communications Department, Carlsberg Group, Denmark

## GLOBAL SERVICES



Grass Valley Global Services specializes in the defining of, deployment of, and support of today's dynamic file-based workflows, based on Grass Valley and third-party solutions. With Grass Valley Global Services, you can achieve your operational goals in the most efficient and cost-effective way possible with a partner you can trust.

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**Deploy:** Our professional service organization, backed up with proven project management methodologies, can take you from design through deployment, commissioning, and training.

**Support:** We offer a complete SLA portfolio to keep your systems running and help plan for your long-term maintenance needs.

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