

## Renowned Multimedia Agency Gains Competitive Advantage with Thinklogical's Velocitykvm Extension and VX Router Systems



The deployment of Thinklogical Velocitykvm and VX routing systems provide a workflow at Psyop in which editing rooms can access a broad range of animated and graphical image content, all of which is located in a centralized and secure data center.



Thinklogical's VX Router Series

### Customer

**Psyop**

### Application

Routing and extension of all desktop peripherals and video in order to provide seamless interaction between editorial and visual effects teams.

### Solutions Provided

- **VX40 Router**
- **Velocitykvm Extension System - 24**  
Single-link DVI 2 displays  
USB 2.0  
Multi-mode fiber option
- **Velocitykvm Extension System - 4**  
Single-link DVI  
with USB 2.0 and multi-mode fiber option

Psyop is a leading multimedia design firm based in NYC and Venice, California. They have produced some of the most visually stunning and compelling animated campaigns for companies and brands such as AT&T, Guinness, MTV HD, Ray Ban, and Target. At Psyop, the creative process begins with still imagery generated by a team of designers and composed from drawn illustrations as well as photographs. Believing that surprising results emerge when graphic design takes the lead in an ad campaign or animation spot is a part of the agency's formula.

At a time when consumers are bombarded with more messages from various types of media, Psyop seeks to win over the hearts and minds of the public through creative content. People willingly seek out and enjoy Psyop's work, especially on the internet, where compelling ads thrive and spread via word of mouth.

## How Thinklogical is Providing Real-Time Workflow and Infrastructure Solutions

In the highly competitive world of advertising the speed and quality of producing and launching campaigns can translate to millions of dollars in sales for customers. This also fosters a demanding creative environment, in which editorial and visual effects teams require immediate access to all of their state-of-the-art high resolution compositing and editing systems in order to get their job done.

Psyop understands that workflow is critical, which is why they deployed the Thinklogical Velocitykvm extension and VX Router system. This solution provides a workflow at Psyop in which editing rooms can access a broad range of animated and graphical image content, all of which is located in a centralized and secure data center.

At Psyop's NYC location editing suites reside on four separate floors. Thinklogical's systems provide each suite with seamless access and dynamic switching capability between all remote computer workstations in the control room. In addition, the system is easily controlled by an intuitive GUI, the Thinklogical X4 Configurator, which speeds and streamlines workflow.

"Using the Thinklogical solution, our creative teams at Psyop are now able to reliably access any of our high end systems with the same level of performance and video quality as if the data was located at their desktop computers," said Michael Lunsford, Systems Engineer at Psyop.

Thinklogical's fiber optic Velocitykvm 4 and 24 extension solutions provide the physical connection between the source content and editing rooms while the VX40 Router and X4 Interface ensure immediate access and high resolution delivery of content to all of the creative and editing teams. Currently, a total of 33 Velocitykvm systems and a VX Router have been deployed to support eight editing suites, where up to 16 compositors and editors reside.

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~ **Michael Lunsford**  
**Systems Engineer at Psyop**



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