



## Pro Video Systems & Support

Sales • Design • Installation • Integration • Networking • Training • Repair • Calibration

Z Systems is a Minneapolis-based company made of experienced video and audio professionals, providing top-quality end-to-end support for the world of pro video. By eliminating the technical headaches that plague post-production, we fuel the creativity of editors, broadcasters, production artists, and field shooters.



# OUR SERVICES

## Who are we?

**We are the video and audio professionals who get it. We've been there: we've lit, shot, edited, tracked, and mixed. To deadline. We've had our hard drives crash and our media go offline.**

**We needed the same things you need. We needed salespeople who understood what they were selling. We needed responsive technicians and repairs that stayed repaired.**

**We had a hard time finding all that — so we made our own company. Hope you like it.**

**Since 1998 we've strived to provide best-of-breed products, flawless installation, and uncompromising support to the pro video industry.**

## VIDEO/AUDIO SALES & RENTAL

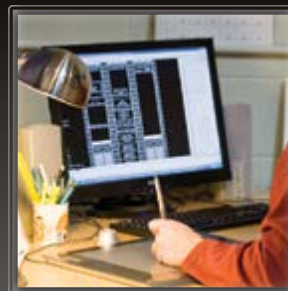
Sure, we sell and rent gear — stuff that you can get a hundred other places. But more importantly, we make sure what you buy is right for your business. Z Systems knows Pro Video. We have former producers, DPs, editors, and engineers on our team. We'll learn what you do and the best way to help you do it better. We represent the major players in the Pro Video Industry, plus hundreds of other brands. We'll help you choose the best equipment for your project and your budget.



## FACILITY DESIGN

Nobody wants to work in a hot edit suite with wires crossing the floor and sound bouncing everywhere, while co-workers pound on the door complaining about the noise. Unfortunately, when a company designs its new office, a sensible post-production environment is often the last thing considered.

Enter: Z Systems. We focus on all the details nobody else does: edit suite functionality, signal flow, cable management, power loads, acoustics, and workflows.



## EQUIPMENT INSTALLATION & WIRING

Do you have a rat's nest of wiring behind your equipment? Our wiring isn't merely pretty. It's functional — separated signal types won't conflict with each other. It's serviceable — easy to access and modify. It's fully tested — dramatically cutting down on frustrated emergency calls. It's documented — streamlining any troubleshooting and upgrades.

## MEDIA NETWORKS

Today, media networks are everything — they share edit projects and video files, and catalogue and backup your precious assets. We specialize in post-production shared storage — SANs that connect your suites with lightning speed and rock-solid reliability, while diplomatically satisfying the concerns of your IT department. Let us implement your solution — whether it's Avid Unity, Apple Xsan, a backup system, or something totally custom.

## NON-LINEAR INTEGRATION

Stop chasing mismatched software versions, registration pop-ups, missing drivers, missing codecs, and missing media. You just need to work.

Your edit system should behave like a single organic piece, shaken-down and ready to go — with an operating system optimized for post, and applications and utilities configured for the way editors use them. We know what's required of these machines, so take advantage of our experience and expertise.

A properly configured edit system should be turn-key, and that is exactly what Z Systems delivers.

## TRAINING

Since the advent of tapeless media, post-production has become vastly more technical. This stuff is complicated, but we won't leave you in the dark. After an installation, our technicians will take you step-by-step through the ins and outs of your system, answer your questions, and make sure you understand how to use everything. If you need to learn a new system, a new platform, or start from scratch, Z Systems will create a regimen customized just for you.

## MAINTENANCE, REPAIR, PERFORMANCE TUNING & WORKFLOW OPTIMIZATION

Once your gear is up and running, it's just a matter of time before it will need some attention. Media drives and SANS get full, software and firmware updates abound, files get corrupted, new formats mean new workflows and challenges. We have Avid and Apple certified technicians specializing in both Windows PCs and all things Macintosh to help keep your systems up-to-date and running at their peak performance.

## Why Z Systems?

**We deal only in the absolute best of pro video and audio equipment. We represent it, design environments for it, then install and service it.**

**We don't install security systems in gas stations, or troubleshoot your iPhone.**

**We support Pro Video.**

**When you work with Z:**

- **You'll be listened to — and heard.**
- **You'll get clear options and recommendations for your unique situation.**
- **You'll get no-excuses customer service.**

**We practice excellence in our work — because after we leave your place, only our work remains.**



# OUR RECENT WORK

## BEST BUY

Z Systems has been servicing the edit suites of Best Buy's corporate video department, Yellow Tag Productions, for nearly 10 years. Yellow Tag called us when it came time to replace their edit systems, upgrade to HD, interconnect their two suites, and refresh the wiring to their 15 video decks. They needed to accommodate many different tape formats — without the luxury of a separate equipment room. We hid nearly a mile of audio and video cabling in the main edit suite, while still maintaining a welcoming corporate environment.



**We're the people behind  
the people behind the scenes.**

## FISCHER EDIT

Fischer Edit has been a client since the founding of Z Systems. Fischer planned to move across town, and they presented us with a unique challenge: go offline end-of-business the Friday before Memorial Day, and be back up and running in the new location by the end of the weekend. We installed Fischer's new 64x64 multi-layer HD/SD routing system (with fully redundant patch bays) to support 15 decks and 16 offline, online, support, and VFX suites. After some late nights for everyone, the deadline was met — while upholding the quality wiring, organization, documentation, and testing for which Z Systems stands.



## DITCH.

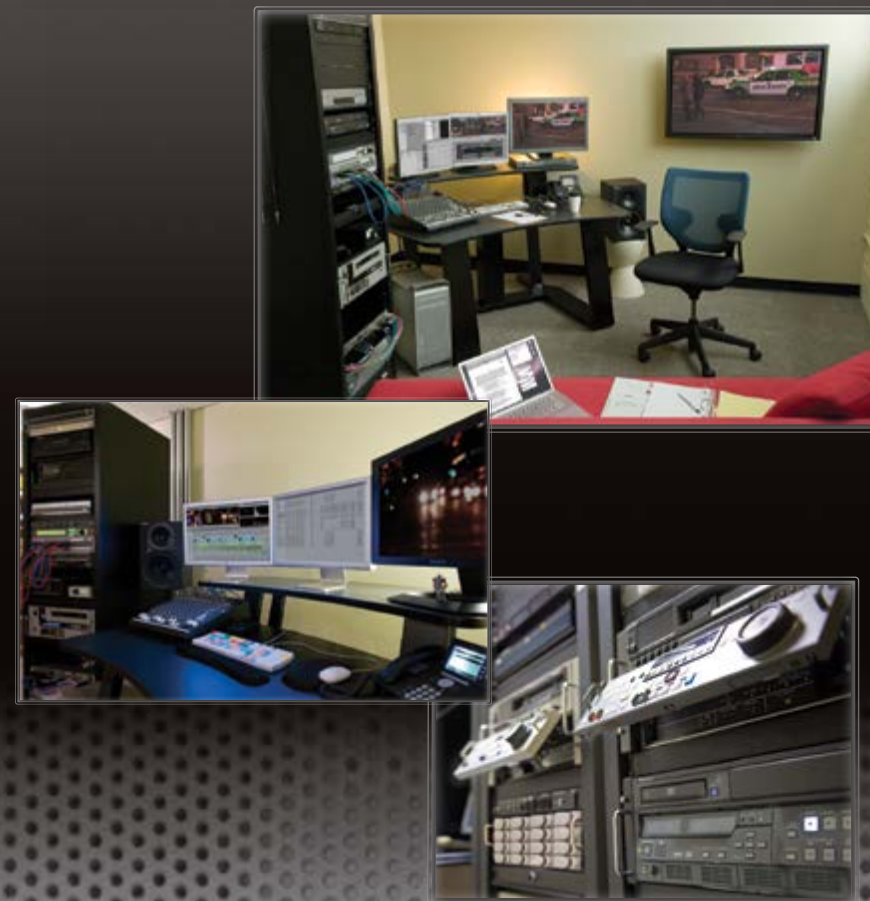
Brody Howard founded "ditch." in 2007 as a boutique offline edit facility. He wanted a suite that allowed open communication with clients/producers — he didn't want the technology to get in the way of the creative process. We worked with Brody to install a high-performance Avid system that blended into the room, allowing natural communication between editor and client. We modified a monitor mount into the "low-rider" configuration pictured, and then installed the computer, Avid hardware, and decks in a separate equipment room across the hall. Since then, we have helped Ditch add a second suite using the same shared equipment.



## CARMICHAEL LYNCH

Elite advertising agency Carmichael Lynch turned to us to outfit their new space when they moved in 2006. They went from makeshift edit suites and disjointed equipment to a modern, efficient, and seamless post-production environment.

Working closely with the architects, we designed two edit suites, an audio suite, and an equipment room that were ideal for their needs. We engineered and wired an "anything to anything" HD routing system with a master equipment/dub room. We installed fully-integrated dual-boot Final Cut and Avid edit systems all collaborating via high performance Avid Unity shared storage.





# MEET THE CREW

## JOHN ZDECHLIK - PRESIDENT

John is a degreed electrical engineer who has spent all of his professional life in the audio, video, audiovisual, and IT industry. He’s served as a consultant, design engineer, sales engineer, and now president of Z Systems. John founded Z Systems in 1998 based on a need in the marketplace for a small, elite group of highly technical people to tackle the tough jobs.

## JAY GALLENTINE - INTEGRATION MGR

Jay specializes in facility design, engineering and systems integration — and he is the AutoCAD master. He maintains the customer configuration files so that when you call we’ll know your system inside and out. He is an Avid ACSR, plus an Apple-Certified Xsan and MacOS Technician. Having worked for over twelve years as a film and video editor, this expatriate refers to himself as a ‘recovering editor.’ Jay holds a Bachelor’s Degree with Honors in Broadcasting and Film Production from the University of Iowa.

## GREG CHASTAIN - SR NON-LINEAR TECH

Greg is one of the nation’s original non-linear edit system integrators, having spent over fifteen years devoted to this narrow field of expertise. He’s worked with virtually every iteration of Avid and Final Cut there is, and recently delved into Autodesk’s Smoke on Mac. Greg performs maintenance and seamless upgrades for customers’ Avid Media Composer and Unity systems, and is also an Apple-Certified integration technician. He answers emergency calls with passion and expertise enough to earn him the nickname “Dr. Panic” in the Minneapolis post-production scene.

## STEVE “WOLFIE” BROWENDER - ACCOUNT MGR

Steve (Wolfie) was a long-time client, and liked us so much he decided to join up! He spent 20 years as a shooter, producer, senior editor, and finally manager at a local production shop. He was also the director of communications for a school district, and a radio news and sports anchor/reporter in Madison, WI, St. Cloud and the Twin Cities. Steve is a graduate of the University of Wisconsin-Madison with a degree in Communication Arts. His varied professional experience gives him a unique understanding of the needs of video professionals.

## JOHN FINLEY - ACCOUNT MGR

John Finley has worked in TV and video production since 1979, as both an independent and staff DP/camera op. He’s shot news, commercials, sports, documentaries, and features covering historic events like 9/11. He’s been on shoots as far as Honduras and Italy, and as close to home as a MN North Stars game, shooting for the likes of CBS, NBC, ESPN, Showtime, HBO, and many well-known corporate clients. Having spent half his life in production, he knows the pain, and he knows what’s important to you folks who are still out there making it happen.

## JASON BROX - SALES ASST

Jason’s background includes film studies at MCTC and 12+ years of freelancing on various independent & commercial productions. For the last 7 years, he’s been actively producing, directing, and editing at Winterland Studios, where he’s also IT support. He’s bringing these creative and technical skills to Z Systems as our sales assistant - handling rental equipment, inside sales, ecommerce, online marketing, and promotional video.

## BRITTANY MILLER - OFFICE MGR

Brittany manages purchasing, rentals, marketing, graphics, web design, and keeps operations ship-shape. She has degrees in theater and English, both from the College of St. Benedict. Her background is in project management and customer service, accented with time spent in theater and video production, post-production, graphic design, and audio recording.

“Incredible job. Your perseverance, dedication, recommendations, professionalism, and ability to drive the project allowed us to keep our business focused and running throughout the install. We couldn’t have picked a better, more trusted partner on our project.”

— Fallon, Minneapolis

## OUR VISION

**Our goal is to help you navigate the complex world of digital video production and post production by providing the best products, education, service, and pre- and post-sales support, at a competitive price.**

### Personalized Sales

**With Z Systems, you’ll be dealing with people who know you, and know your business — not a 1-800 number or a faceless website. You’ll have a personal account manager who will learn about your business and help you find the right solutions for your situation. We also offer hands-on product demos, educational sessions, loaner equipment, and rentals. And even with all these additional services, we still sell our gear for the same prices you’ll find online.**

### Careful Design

**Despite the video world’s preponderance of bleeding-edge equipment, we do not automatically reach for it. Success and reliability exist in the world of known quantities. When designing your system, we specify equipment that has proven itself. We use time-tested and documented configurations, which translates to fewer call-backs and happier customers.**

### Rigorous Testing

**We take great satisfaction in the number of support calls we don’t get in a day. Anything we handle will be thoroughly tested — we drive your video system until it drops frames; we pound your hard drives until they choke; we test every single wire and connection. Then, we dial in your audio levels and tweak your deck settings. The result: a system you can use with confidence.**

### Great Support

**...is a technician who’s experienced and passionate about pro video.**

**...is not having to ask what your configuration is.**

**...is being able to intelligently understand your problem and offer solutions, without putting you on hold or reading a script.**

**If you’re out of town, no problem! We can dial in remotely and troubleshoot your computer. And if you’re local, we have a fully-equipped ‘video ambulance’ van with which to scream in for emergencies.**

**We can and will fix your problem!**

“We were looking for a vendor that would help us with a “vision” for our department. Z Systems did much more than just help us buy equipment & install it, they helped us look at our whole system & evaluate our options. I was impressed by their professionalism and technical knowledge.”

— Cynthia Hotvedt, Media Services Manager (Medtronic, Inc.)

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3724 Oregon Ave. S  
Minneapolis, MN 55426

Tel: 952-974-3140  
Fax: 952-974-3141

[info@zsyst.com](mailto:info@zsyst.com)  
[www.zsyst.com](http://www.zsyst.com)