



Pegasus

Success Story

PROMISE Technology & Visual Kings e.U.

▼ BACKGROUND

Visual Kings e.U., a multimedia agency and film production company from Austria, focused on WebTV, Digital Marketing and Social Media.

Visual Kings was founded in 2001 and pioneered content creation, social media marketing and WebTV. The small, innovative company, founded by Alexander Hödl, is located in the heart of Europe, Leonding, Upper Austria. Their services include content creation and consulting for social media, classic marketing, public relations, film production, photo production, graphic & web design, SEO, SEM, training, lectures and workshops.

With perfection and passion, they maintain long-standing partnerships with global brands such as Bianchi, Dyson, PortaBrace and Wertheim, but also support regional businesses in the digitization process. They not only market products - they live them. Hödl and his partner Ramona von Bassewitz, for example, have strong ties to the bicycle industry. Most local appointments, photo and video shootings are perceived year-round and climate-friendly with their Bianchi mountain bikes.

Production professionals at Visual Kings e.U. use their Mac Pro systems, including a new Mac Pro 12-core (2020) and Final Cut Pro to edit 4K and 8K ProRes productions such as the popular WebTV series "Paradise Island" and the upcoming "After Hell" mini-series; as well as a wide variety of multimedia digital marketing projects. It is essential for the company that the equipment used be the best available in order to ensure high standards of quality demanded from their list of high-profile global brand name clients.



▼ Testimonial

Connecting the Thunderbolt™3 cable and installing the Promise Utility took less than 30 min. The configuration as RAID10 was done overnight. The process was intuitive and quick. It is comforting to know that tech support from Promise is available, but it was not needed.

The Promise Pegasus32 with RAID10 configuration offers the best combination of data security and speed. The system, including the Promise Utility software is very stable. We did not encounter any compatibility problems after updating the older Mac Pros to new Mac OS versions. We love and trust in Promise products and plan to purchase the Pegasus R4i RAID Storage Module for the new Mac Pro.



▼ SOLUTION

The ultrafast performance of PROMISE Pegasus32 R8 with Thunderbolt™ 3 enabled the Visual Kings e.U. crew to completely change their workflow. Prior to using the Pegasus32, post production staff used the cumbersome Final Cut Proxy workaround. But when they connected via Thunderbolt™ 3 Direct Attached Storage, the Pegasus32 were able to edit many more 4k/8K tracks in real time. They were able to complete projects much faster, saving lots of time and money. They were able to utilize the older Mac Pro and Pegasus32 combo using a Thunderbolt™ 3 to Thunderbolt™2 converter.

Visual Kings e.U. CEO Alexander Hözl had heard about Promise Pegasus from other film professionals in the US. After reading more about Promise and the Pegasus brand, they decided to give it a try. The Visual Kings e.U. production staff has been very happy with their decision. Visual Kings e.U. had tried competing systems prior to using Pegasus32, but the performance was not as impressive.



Pegasus32 Series

▼ Workflow

Thunderbolt™ 3 and USB 3.2 Gen 2 hardware RAID storage for creative professionals.

- Based on TitanRidge, Intel's latest Thunderbolt™ chip
- Connect to either Thunderbolt™ 3 host at 40Gbps or USB 3.2 Gen 2 enabled host at 10Gbps
- Up to 112TB of raw capacity with Pegasus32 R8
- Supports 8K monitor via the full size 4-lane DP 1.4 port!
- Power your hosts up to 85W with Thunderbolt™ 3

"It's a great honor to work with Promise professional, high quality products.

We stand behind your philosophy and can't imagine a production without the PROMISE post-production solutions."

-Alexander Hözl, Director, Filmmaker, Social Media Marketer and CEO of Visual Kings e.U.

