



Pandora

Digital film controller

Brief

Film postproduction is a highly complex task. Technological innovation is multiplying the number of creative possibilities and effects. To handle this additional opportunity, improved control elements are needed for speedy access to onscreen menus.

PDD was asked to create a solution that would smoothly integrate these new tools with Pandora's existing digital film controller, the Pogle Platinum.

This intuitive new system needed to be both modular and scalable to allow a wide range of users to access Pandora's industry-leading technology.

Approach

A group of digital film colourists became part of the project team to ensure every consideration was covered. The result of this intense team effort is a new control surface, which allows every task to be controlled in the most obvious way. The two most important interface elements, the illuminated trackballs and the digitiser tablet, are combined in a central panel directly in front of the colourist. Since most of the colourist's time is spent working in a darkened room, where they are almost controlling the interface blindly, the tactile experience of each hand controlled element is unique and specific to a type of function.



Result

The Pandora Pogle Evolution was awarded the Red Dot design award 2003 and the IDSA gold award 2003. "The ergonomic layout, functional sophistication and customisability of this design make the creative control of complex technology intuitive and productive." Charles Burnette, IDSA Director. By providing the most innovative and advanced creative tool globally available, Pandora is ensuring its position as a market leader in film editing control.

"It's not often that a workplace is made elegant, comfortable and stimulating by the equipment it contains."

IDSA Director



For more information email info@pdd.co.uk or visit our website:

www.pdd.co.uk