

**DIGITAL**  
*Post Production*

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# Symbiotic Studios

*Audio post house Cups 'N Strings and video post house DNS Digital Post are allied but independent*

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After moving into adjacent offices in a new building, the owners of audio post house Cups 'N Strings and video post house DNS Digital Post realized they had an opportunity. The same clients who had audio post jobs often needed video post work, and vice versa. If the two facilities worked cooperatively on such jobs, they could attract new customers, and everyone would benefit from the efficiencies and economies of scale — clients included. A symbiotic relationship was born.

Symbiotic relationships that benefit each side are common in the natural world, with examples such as flowers and bees. The world of post production is a decidedly *unnatural* place, but it's not the first time art has imitated nature. Symbiotic relationships in the post world include such practices as recommending retailers or resellers to customers, or referring clients to a competitor if a deadline is too tight. But a true symbiotic relationship is an ongoing effort, which is how Cups 'N Strings and DNS Digital Post are doing it.

This past January, both Cups 'N Strings and DNS Digital Post moved into the Santa Monica Studios complex on West Olympic Boulevard, and with offices on the same floor, it didn't take long for Cups 'N Strings founder Bruce Maddocks and DNS founder Doug Nolan to start talking.