

# Post

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## Cups 'N Strings Moves to Expanded Headquarters *Forms strategic alliance with DNS Digital Post*

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Cups 'N Strings Studios, launched in 2002, has relocated nearby to a newly expanded facility designed to accommodate growth and diversification. The studio continues as a full service Santa Monica recording center — featuring voiceovers, surround mixing, mastering, post-production, as well as restoration and archiving to a variety of analog and digital formats.

Adjacent within the new facility is DNS Digital Post, which has formed a strategic alliance with Cups 'N Strings. DNS offers both offline and online TV and film post-production, featuring the Avid Video Editing With Avid: Media Composer, Symphony, Xpress™ motion graphics. Three additional Avid bays are available for rental or with DNS staff editors.



“Basically, we can now offer true one-stop video and audio post,” explained Bruce Maddocks, Cups 'N Strings founder and chief engineer. “DNS can prepare all video assets offline, assemble edit lists, pull the shots together and then Cups can add any voiceovers, other sound elements, and prepare the audio mix. Then DNS does the online work, color correction, audio layback, and final output.”

“With Cups 'N Strings right down the hallway, we eliminate messengering tapes back and forth across town for audio fixes,” remarked Doug Nolan, DNS owner/editor. “This can literally save days on a project with a tight deadline. We are also fully networked here for easy and instantaneous swapping of files.”