



Hennessey Digital opens Hennessey Studios for independent shows, using Blackmagic Design Studio with URSA 4K Cameras and Switches, Optimizing Facilis Content Storage and Management, HP LTO8, and Wasabi Cloud Services. “MelroseTEC has been an innovative and dedicated partner to help us design and equip Hennessey Studios for a new generation of content creators.”  
 - Jason Hennessey, Founder & CEO, Hennessey Group, Inc.

## VISION

Observing the almost exponential growth in online video content and with his expertise in search engine optimization, Jason Hennessey saw the need for a full-featured, mid-market studio for content creators and online influencers, and decided to build Hennessey Studios.

With the myriad of solutions available, building a Video Production Studio to attract these new content creators to a space that could handle creative projects that are priced favorably for independent shows was a challenging task. Hennessey Studios sought to have state-of-the-art broadcast cameras, production switcher, audio mixer, and reliable expandable storage with asset management while providing the utmost in flexibility.

## IMPLEMENTATION

Through a rigorous bid process, MelroseTEC offered the best set of solutions, providing full-service systems integration including design, engineering, supply, integration and installation of network IT, firewall, production cameras, switchers, post-production storage, asset management, and Wasabi cloud services. Managed Services were also included for all the Studios new staff members to receive training and support, along with a block hour agreement to continue the ongoing support required for future project assistance.

MelroseTEC collaborated with Hennessey to design the studio with Blackmagic’s URSA 4K cameras and broadcast 4K switchers as well as Facilis’ Hub32 NAS shared storage. With the Facilis Shared file system, multi-platform environments are easily accommodated and collaboration among different applications and image formats is enabled. 30TB of Wasabi cloud storage was selected for its performance, protection, and price. With Wasabi, clients don’t pay egress fees, and they receive fast uploads and downloads with data center redundancy.



## CASE STUDY



Hennessey Digital is a results-driven global digital marketing agency leveraging deep expertise in search engine optimization, pay-per-click advertising, social media management and brand development.

The dream of Hennessey Studios was born in 2020 as a new production playground for content creators, influencers, directors, producers, and business owners. This state-of-the-art Broadcast Production facility offers a new generation of content creators everything they need to bring their dream to life.

Hennessey Studios open to the creative public in Fall 2021.



melroseinc.com  
 323-937-4600  
 6614 Melrose Ave  
 Hollywood, CA 90038