

## Professional auditions from LIPA thanks to RIMAGE



The Liverpool Institute for Performing Arts (LIPA) was opened in 1995 and founded by two people prominent in the music entertainment and performing arts industry; Sir Paul McCartney and Mark Featherstone-Witty. Its aim was to provide teaching for sustained careers in the performing arts.

Today LIPA provides education and training through a variety of styles and courses aimed at different age groups. They run two seasons of public productions each year, showcasing the talents of all types of students from the performers - dancers, actor and singers, to stage managers, technicians and designers.

LIPA pride themselves on employing top quality, dedicated staff with backing from key figures in the industry who often selflessly share their expertise to help the students achieve their goals.

### THE CHALLENGE



*Ken O'Donoghue,  
Director of Information Services  
and Technical Support,  
LIPA*

Throughout their existence at LIPA the students learn skills from arranging shows, getting gigs, performance, sound technology; whether through Music, Theatre, Entertainment Music etc. This culminates, for many, in the performance or collaboration in productions to paying audience at the end of the third year.

In addition to this, many students are continually trying to audition for work within the industry and LIPA is proud to offer some of the leading technology to enable their students to present themselves in the most professional manner possible.

Ken O'Donoghue is LIPA's Director of Information Services and Technical Support and the key decision maker in purchasing a wide range of this technology, including the latest Rimage 7100N CD/DVD publishing system.

Described by him as the turbo-charged model with go-faster stripes, after exhausting the previous model Rimage 2000i, O'Donoghue's decision was based on performance and reliability that matched the demands of the students.

O'Donoghue explains *"Presently many of our students record their auditions and then visit the Learning Resource Centre to burn it to DVD or CD and make copies if needed. Prior to this, the students used to go to the local digital video centre and it was one of the teachers that suggested we bring the service in-house. The Head of Sound Technology was tasked with originally sourcing a product to do and the Rimage 2000i ticked all the right boxes."*

## CASE STUDY: DIGITAL MEDIA

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However, due to the popularity of this service the sheer numbers in production resulted in the 2000i struggling, plus there was the matter of what type of media was being used. Historically students brought in their own, often cheap and poor quality discs and this was also a major factor in the 2000i beginning to fail. It subsequently prompted the decision to upgrade.

### THE SOLUTION

Ken O'Donoghue had no hesitation in contacting Rimage's UK Sales Manager Vernon Pratt to discuss their options to upgrade and was recommended the 7100N model with the Everest printer. For just over a year now this model has been running successfully, with not one call-out to date.

With the delivery of the new model though, the Learning Resources team did introduce some rules to ensure that the quality of output for the students was as professional as possible. Firstly, only media from the Learning Resource Centre would be allowed on the system and printer. LIPA charges students for the discs; not only does it encourage use of the correct, professional quality media but helps prolong the life and reliability of the system.



*Dr. Keith Mullin is a lecturer at the LIPA and a member of pop group ,The Farm' who had a number one album, 3 top ten singles and five top twenty songs in the early 1990s.*

Secondly, only authorised technicians operate the 7100N and Everest printer. This includes Aaron Brown – AV/DV Technician, Teacher of Linear Digital Editing and an in-between-bands drummer!

Brown says, *"The system is housed in what we call 'the bunker' (technical office) and can be operated from there by us which means less problems and production down-time."*

### THE RESULT

The system is easy to set-up and operate and the reliability enables it to produce up to 200-300 discs at a time with ease, and the numbers increase around the times students have gigs or special projects.

The automatic Everest printer uses thermal re-transfer printing technology for photorealistic images on disc. On the print quality alone, the LIPA Youth Academy (ages 4 – 19 year olds) were inspired to start charging for printing and duplicating their products. The discs, which can be up to 1000 per session, show not only entrepreneurial spirit but making the Rimage system into a profit making centre as well!

The staff and students of LIPA are pleased with the professional results the Rimage system offers them, so much so that there are no plans for change anytime soon.



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