

MARKEE

The Multi-Talented Lone Star State

By Mark R. Smith

Blue skies at Laszlo Rain



Laszlo Rain is a spot production company with extensive postproduction offerings: three Avid Adrenaline suites, an Avid Symphony that shares a room with Autodesk's Discreet Smoke, and a graphics suite that's outfitted with a Final Cut Pro HD system as well.

"Most of our clients are in the southwest, and we've shot from Texas to California in the past year," says President Tom Nador. Happily, business is booming. "We've been slammed for the last six months, and we're booked into summer," he reports. The company officially opened in 2003 and employs eight full-timers.

Its client roster for both production and post work includes Valero Energy, from 180/San Antonio which continues a campaign that began last year, and Good Shepherd Health Care for a three-spot campaign via Groom Githens/Dallas. Doug Githens heads up Laszlo Rain's in-house creative department.

Also key is a new 10-spot campaign for University Hospital in San Antonio from Creative Civilization/San Antonio. While last year's campaign was shot on S16mm, "this year we shot on the RED ONE camera, which heightened efficiencies," notes Nador.

The company's recent expansion focused on the service side, instead of new equipment. "We're offering more creative services," he says, "which vary from project to project. They may entail writing original campaigns or adding final touches to the existing creative on a spot."