



1-Take Multimedia

Patty Civalleri

Summary: Patty is a professional multimedia designer. She uses Macromedia Flash for compelling visuals and SmartSound Sonicfire Pro for high-impact music and sound effects. Much of her creative work is done at sea with Sonicfire Pro as her only resource for composer-quality music, delivering professional results quickly to each project.

What would it be like to have a professional composer on-call to create the perfect soundtrack for a visual composition? That scenario is tough to imagine in any circumstance. But if you were on a boat, miles away from land, it seems almost impossible. That is, unless you are like Patty Civalleri and use Sonicfire Pro from SmartSound.

Sonicfire Pro is the only software that automatically creates professional-quality soundtracks that fit any length required. Working with SmartSound's library of over 1,000 royalty-free songs, Sonicfire Pro creates complete, fully-scored soundtracks that can fit a timeline or loop indefinitely. Since it is the only soundtrack creation tool to offer this range of flexibility and automatic creation, it is the choice for many top multimedia and video professionals.

Civalleri is the owner and one-woman force behind 1-Take MultiMedia (www.1take.com), a production company based in Manhattan Beach, CA. She has done video production and Internet design for clients such as the US Army Reserves, PerkinElmer LifeScience, Packard BioScience and UCLA.

Civalleri is also an avid sailor, and her 46-foot sloop has become her second office. It is loaded with a full range of production equipment, as well as a high-speed wireless delta marine online connection. For example, she recently took the boat down to off the coast of Ensenada in Mexico to focus on completing several major projects.

"This is a great way for me to achieve complete focus in order to meet some of my clients' deadlines," she said.

Of course, being out on the ocean limits Civalleri's ability to bring in outside resources quickly to finish a project. She needs her on-board production set-up to offer solutions to any possible requirement that she might have during editing. When it comes to soundtrack creation solutions, Sonicfire Pro's flexibility has made it her clear choice, especially in multimedia creation. Civalleri uses Sonicfire Pro to create both timed soundtracks, and soundtracks for multimedia projects that need to loop indefinitely.

"For example, in a single Flash creativity session, I may use Sonicfire Pro several times," said Civalleri. "I may use it to create unique sound effects for button, motion or general interactivity; to create a background or theme track that sets the pace of the



presentation; and to create snippets of sound to use at emphasis points throughout the presentation.”

Like many other content creators, Civalleri struggled with finding a solution for integrating quality music in her work before becoming a Sonicfire Pro user. Her primary options were either to select an audio track from a royalty-free library and edit the visuals to fit the music, or to arbitrarily create fade-ins and fade-outs at the beginning and end of songs. Neither of these options gave her a professional-quality soundtrack that was complete and perfectly fitted to the length of the visuals she was scoring.

“I suppose I could have gone to an expert audio mixing lab,” said Civalleri, “but now we’re starting to really stack up the cost of production – especially if the client requires ANY changes – which they always do. Sonicfire Pro enables me to adjust the audio track on the fly to accommodate any number of changes for any situation.”

A key strength of Sonicfire Pro to Civalleri is its ease of use. Even though she is a classical pianist and contemporary vocalist, she says that other solutions require too much audio expertise to create a good output.

“Other audio solutions are either too inflexible, or they require that I be an audio expert,” said Civalleri. “And, they require too much of my attention and time. Deadlines are always prevalent in my life because all clients want it ‘yesterday’. Every element of production is excruciatingly time-consuming, but it’s great to know that my entire world of music creation no longer fits into that category.”

But Sonicfire Pro isn’t just a time-saver for Civalleri. Having a powerful soundtrack lets her create projects that are more than just visually stunning – Civalleri leverages SmartSound’s music to engage the audience on a variety of levels.

“Music, used correctly, is an incredible way to manipulate the audience’s attention to more deeply recognize certain features of a presentation and make it stick,” said Civalleri. “And with Sonicfire Pro, SmartSound has created a way for me to make sure that I can use music and sound effects to punch up my project and make my clients’ tummy go ‘Wheee!’.”