



# ENTERTAINMENT

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## Two Tech Firms Offer Data Storage

Dynamic Rentals, Codex to rent disc space to producers.

By **MARK R. MADLER** Staff Reporter

**Dynamic Rentals**, a Burbank technology company for the entertainment industry, has joined with **Codex** in Los Angeles to provide its workflow products and MediaVault storage to production companies and rental houses on an on-demand basis.

The result of this partnership, the companies said in a release, is to allow Dynamic Rentals the ability to offer Codex MediaVaults storage via long-term rentals or leasing options to its partner network and production customers.

Dynamic has added multiple Codex media docks and stations to its inventory, along with multiple 8 terabyte transfer drives for high-speed back-up and cloning of the original camera data.

**Austin Rios**, chief executive officer of Dynamic Rentals, said that production and post-production companies have to buy new storage for every project they work on. The company is able to offer a rental solution to that issue, he said.



Camera Ready: MediaVault storage components.

“As the data flows from camera to post, the storage demands also grow. Codex is a trusted solution with a reputation for excellence in the industry, and together we will be able to provide workflow solutions on-demand, dynamically, anywhere in the world,” Rios said in a statement.

Codex Vice President of Business Development **Brian Gaffney** said that with production work increasingly in remote locations, secure and reliable storage that can be deployed and accessed anywhere is more important than ever.

“We are delighted to be partnering with Dynamic Rentals to be able to offer and deploy our Raw camera workflow solutions and MediaVault storage on an on-demand basis worldwide, allowing more productions access to our award-winning storage ecosystem without the risks associated with capital outlay,” Gaffney said in a statement.

In addition to the Codex products, Dynamic also rents cameras from such manufacturers as **Arri Group** and **Sony Corp.** and lenses from providers including **Carl Zeiss AG** and **Canon Inc.** It has offices in Atlanta, New York and the United Kingdom.



Bygone Glamor: Frontispiece from new issue of ‘The Girl From Hollywood.’

## Burroughs’ Hollywood Exposé Still Resonates

Novel by Tarzana founder contrasts the seamy glitz of the movie business and family life in the Valley.

By **MARK R. MADLER** Staff Reporter

Best known as the creator of Tarzan of the Apes, Edgar Rice Burroughs also wrote other books, including a seedy tale about Hollywood.

**Edgar Rice Burroughs Inc.**, the licensing company of the late author, is releasing a centennial edition of “The Girl From Hollywood” this spring. The book, last published in 2012, will be available in both a limited-edition hardback and in paperback.

Burroughs considered the novel to be among the finest he had written.

Originally published in 1921, the story line was inspired by Burroughs and his family’s move to Tarzana Ranch in the San Fernando Valley with the movie business just on the other side of the hill.

**Jim Sullos**, president of Edgar Rice Burroughs Inc., said that early on Burroughs saw two sides of Hollywood – the place with hard-working people in a new art form but also an industry with unscrupulous agents who did what they needed to get performers under their influence.

“Apparently, there were a few who used drugs to corral these people into their sphere,” Sullos said in a phone interview. “How the dependency was created became the story of this particular book.”

Shannon Burke is described in marketing material for the book as an “innocent Midwestern girl” who moves to California to seek fame and fortune. She becomes known by the stage name Gaza De Lure and has become an icon of the silver screen and the epitome of success for every aspiring actress dreaming of becoming a Hollywood star.

But Burke has a dark secret ... “one so dreadful, so shameful, that she can never

hope to escape its grasp.”

Into her orbit comes the Penningtons, a wholesome ranching family who may become forever trapped “in the tangled web of Hollywood corruption, drug peddling, addiction – and murder.”

But in Hollywood itself, “The Girl from Hollywood” didn’t turn out to be a very popular book, Sullos said.

People took it as a sensationalistic exposé, which wasn’t Burroughs intent at all, Sullos said.

“He was just trying to portray the contrast of the life that was taking place in Hollywood and the life that they had created on their ranch here in the San Fernando Valley, which was still very rural – the life not unlike he described for the Pennington family in the book,” Sullos added.

“The Girl from Hollywood” differs from Burroughs other novels, particularly the well-known Tarzan series and the “John Carter of Mars” books in that it encapsulates what the author saw going on around him.

“All of his books were creating new adventures, going to new places and creating things that people had never thought about before,” Sullos said. “But this was a little bit different. This was more of a commentary on what he saw in Hollywood.”

It is a story that still has relevance and would make for a good television series, he added.

The licensing company is currently in a shopping agreement on the book in which the rights are being reviewed and attempts to market it are taking place, Sullos continued.

“We hope something comes from those talks,” Sullos said. “It is exciting that something might happen with this story line after 100 years.”

## Loop’s Many Partners on Growth Path

Distributor seeks ‘to entertain every household’ worldwide.

By **MARK R. MADLER** Staff Reporter

**Loop Media Inc.** has announced three new partnerships in the past month.

The Glendale short form video distributor has inked deals with **Switch Inc.**, a Canadian telecom service provider; to make its music video app available through Amazon Fire TV; and expansion of its services into the home via distribution partnerships with multiple leading Android TV-based platforms.

Loop Media distributes its library, which includes music videos, sports highlights, movie trailers and other content, to restaurants, bars, casinos, cruise ships and other public venues and apps available for iPhones and Android products.

The Switch deal, announced on Jan. 12, helps expand Loop Media’s content into Canada, where the company has a satellite office in Toronto. Switch is based in Edmonton, Alberta.

The San Fernando Valley company will provide its curated channels featuring music videos and other short-form content to Switch’s new Canadian television platform. Financial terms of the agreement were not disclosed.

Loop said that through this partnership, Switch will be able to complement streaming companies such as **Netflix Inc.** in Canada with a homegrown focus. Loop’s music video channels include content from Canadian artists, as well as a source for curated music videos that are currently lacking in Canada, the company said.

With the Amazon Fire TV partnership, the company said its music video app includes 19 curated music channels as well as playlists curated by mood, genre and charts. Consumers can also find specific videos.

Chief Executive **Jon Niermann** said the company was excited to share a curated music video experience with Amazon customers with the Loop app.

“If you have a Fire Stick in your home or business, you can fire up Loop and start those music video viewing parties,” Niermann said in a statement.

The Android-based TV platforms deal brings Loop’s content to **AT&T TV**, **Hisense Group**, **JVCKenwood Corp.**, **Philips**, **Sharp Corp.**, **Sony Corp.** and **TCL Technology** televisions.

“We’re on a clear path to entertain every household around the world with our music videos, and this latest rollout of the Loop app for Android TV represents our biggest platform expansion to date,” **Liam McCallum**, a co-founder of Loop Media, said in a statement. “Our cross-platform strategy ensures fans can watch their favorite music videos no matter what device or TV they own.”

