

THE **POWER** OF **PARTNERSHIP**

How a Collaborative Partnership and Reliable Data Storage Created the Perfect Post-Production Set-up for Goldcrest Post

What happens when three determined companies team up to take post production to the next level? Think less business as usual and more transformation. In an industry fueled by creative excellence, the right technology—and the right partnerships—can make all the difference.

Goldcrest Post, Key Code Media, and OpenDrives have engaged in a unique collaboration that redefines what's possible in post production. Together, they've created a high-performance environment, built on trust, that equips storytellers with the tools they need to bring their visions to life.

AN OPENDRIVES CASE STUDY

keyc•de
MEDIA
THE CHANNEL PARTNER

GOLDCREST
THE CUSTOMER/END USER

open
DRIVES
THE SOLUTIONS PROVIDER

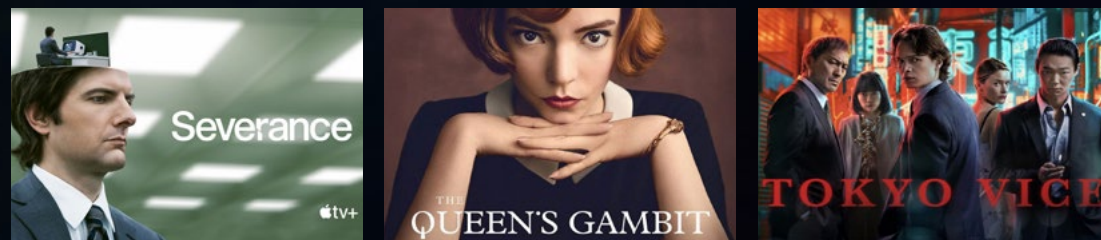
GOLDCREST

Goldcrest Post: A Tradition of Excellence

Tucked away in New York City's vibrant West Village, **Goldcrest Post** isn't just a facility—it's a creative hub where stories come alive. From Hollywood blockbusters and Emmy-winning episodics to indie passion projects, Goldcrest has built its reputation on supporting filmmakers, studios, and content creators at every level.

"We don't box ourselves into just one type of project," says Domenic Rom, Managing Director of Goldcrest, and a veteran of the New York post-production world. "Our mission is to support storytellers, and to do that, we need the best tools available. We also don't have huge budgets, so every dollar has to count."

But as storytelling evolved, with 4K and 8K color grading, HDR finishing, and tighter delivery schedules, Goldcrest found itself pushing the limits of its aging data storage infrastructure. "The infrastructure was crumbling, playback issues were constant, and maintenance was draining our time," Rom recalls. "We needed a change. One that would let us focus on crafting unforgettable stories, not troubleshooting tech."



Key Code Media: The Integration Experts

Rom didn't start looking for answers on his own. He called someone he trusted: Stephen Rapanaro at **Key Code Media**. With over 30 years of collaboration, Rom knew Rapanaro could solve the problem.

"It's not just about specs and features," says Rapanaro, Senior Account Manager. "It's workflow therapy. You have to understand the entire ecosystem—network, creative pressure, deadlines. And you have to listen."

Rapanaro adds, "We've known Dom and the Goldcrest team for years, and we took their storage challenges personally. Our goal was to give them the best post-production setup in New York City."

Goldcrest needed storage that could handle real-time 4K streams, support heavy workloads, and remove bottlenecks. Rapanaro brought in **OpenDrives** to deliver the solution.





The Solution

OpenDrives’ Ultimate and Optimum Series, from the Ultra Hardware Platform, Powered by Atlas

Equipment at Play

Goldcrest chose one of OpenDrives’ certified hardware reference architecture options, the Ultimate series from the [Ultra Hardware Platform](#), a high-speed, all-flash network-attached storage (NAS) system, designed for demanding media workflows. The 231TB NVMe storage solution, powered by [Atlas](#) software, delivers up to 25GB/s throughput, ensuring seamless performance for multiple 4K streams across Goldcrest’s five color bays.

There are also plans to implement the OpenDrives Optimum series, with a 729TB nearline storage system designed for large-scale data storage. The Optimum series combines HDD-based storage with high-speed connectivity to handle large volumes of media assets. With the ability to expand up to 15GB/s throughput, it ensures quick access to files without bottlenecking production workflows.



Ultra-fast performance



Seamless data storage management



High reliability



Scalability



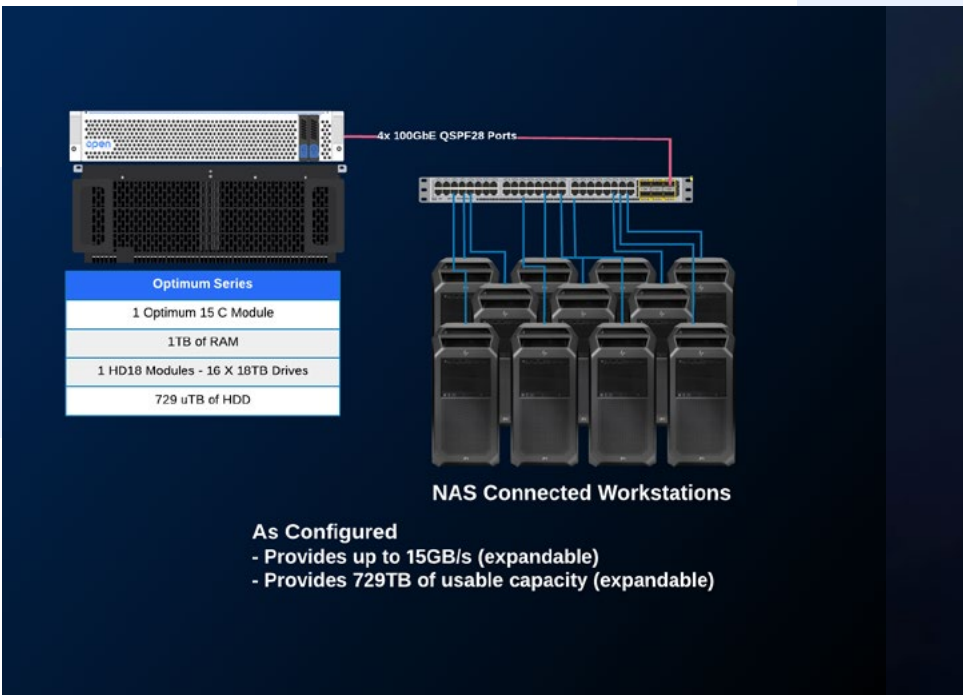
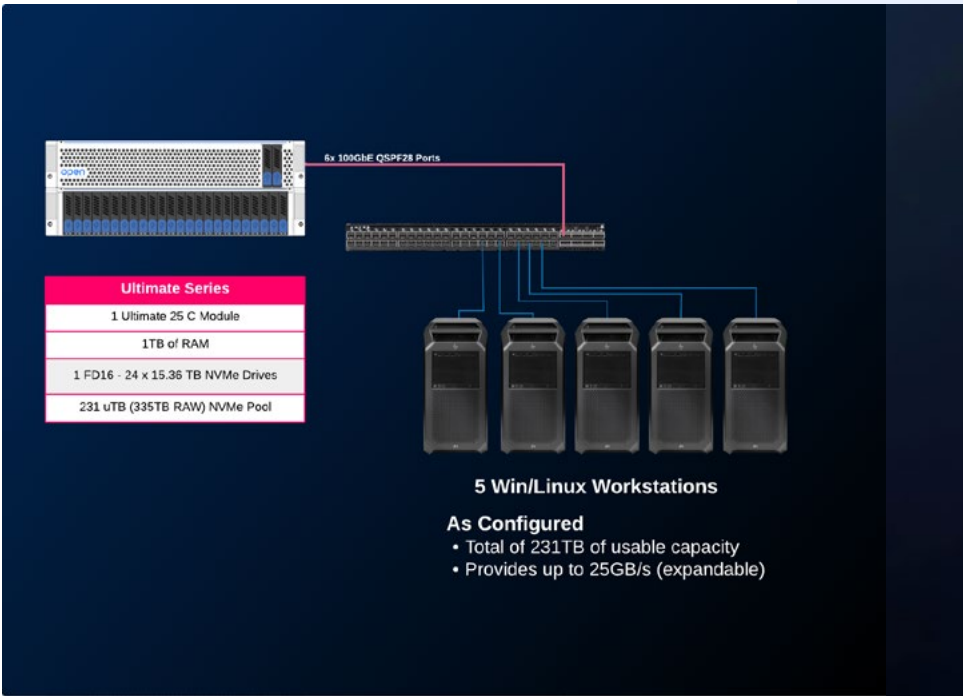
Ease of use

OpenDrives’ Atlas Data Storage & Management Platform: Tested, Proven

What made OpenDrives different? Before delivering and installing anything to Goldcrest, they rebuilt the post facility’s workflow in their lab in Los Angeles in a custom test lab environment. “We hired colorists, mimicked five color bays, tested 4K uncompressed playback, broke things, and iterated until it worked flawlessly,” adds Sean Lee, CEO of **OpenDrives**.

“No other storage provider had ever done that for us and the client,” says Walter Viegas, Sr. Director of Post Production Services at **Key Code Media**. “By the time it got to Goldcrest, it just worked.”

That level of dedication and hands-on approach wasn’t just about technology. It was about partnership and it made all the difference.



THE RESULTS

Five Bays, Zero Bottlenecks

From an engineering perspective, OpenDrive's Atlas storage software stood out immediately. Atlas brings together highly performant data storage functionality with other high-value storage management features that other storage vendors overlook.

"Atlas gives you the best of both worlds: high-performance NVMe cache and cost-effective spinning disk storage; all unified under one system," explains Viegas. "Plus, its single-pane-of-glass management makes it easy to see who and what is taxing the system," adds Roman Rossell, Director of Engineering at Goldcrest.

The frustrating playback stutters were gone, and the crashes that slow everything down were now a thing of the past. "Now, operators, colorists, and clients can focus on their work without being bogged down by tech issues," adds Roman. "We went from dealing with constant troubleshooting to an uninterrupted workflow."

Goldcrest runs five linked Linux-based color bays, all finishing 4K uncompressed, running concurrently over a half-petabyte NVMe deployment. "This is more than just storage or infrastructure," adds Rom. "It's about giving creatives the freedom to focus on storytelling without being held back by technical limitations. We hit 90 percent usage and still have zero performance issues. It's the Energizer Bunny of storage," Rom jokes. "It just keeps going."

Beyond Technology: The Trust Factor

What binds these companies together isn't just technology—it's trust. "I know when something goes wrong, Steve and Sean will own it and fix it. That's everything," adds Rom. "Goldcrest is a family business, and relationships are everything to us. It's the same with Key Code and OpenDrives. We're not just partners, we've got each other's backs, and that ultimately benefits our clients."

"This partnership has set a new benchmark for post production," adds Lee. "In a time of tighter budgets and higher expectations, true collaboration is what makes the difference. Goldcrest's success proves that when companies invest in strong partnerships and shared goals, they don't just keep up with industry demands, they set new standards for the future."

A Partnership That Raises the Standard

In an industry where creative demands are higher and margins are tighter, Goldcrest, Key Code Media, and OpenDrives have shown that thoughtful collaboration beats off-the-shelf solutions.

"This isn't about selling a platform," says Lee. "It's about listening hard, building relationships, and delivering something that really works."

And for Goldcrest, the results speak for themselves: no more angry calls, no more dropped sessions; just uninterrupted storytelling.

It's about giving creatives the freedom to focus on storytelling without being held back by technical limitations.

—Domenic Rom, Goldcrest Post



Watch this video to see Goldcrest Post, Key Code Media, and OpenDrives' partnership in action at the 2025 NAB Show, where they participated in a panel titled "Finding Your Perfect Technology Match on a Tighter Budget."

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