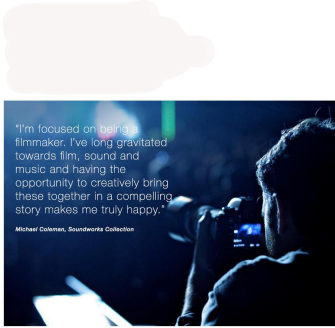


# The story of sound.

No one brings to life the subtleties and nuances in sound and music quite like Michael Coleman.

As a successful filmmaker and producer in Northern California, Michael loves documenting stories about sound and music through his remarkable series of short films, and by exploring the audio postproduction for feature films, video games and original soundtracks. His gift for capturing these exciting projects is as unique as his innate ability to bring them to life.



Producer Michael Coleman has always harbored a love of audio.

Growing up, Michael was told by his mom that he was a "visual learner" - easily distracted by surrounding stimuli. Yet he was deeply aware of the unique sensory combination could sometimes translate into a career that combined his two other passions: audio and filmmaking.

Michael's dad often filmed the family with his ever-present video camera, capturing domestic moments through still photography and film - became commonplace in their home. Michael's sister was also influenced, choosing a career in photography.

Launched in 2009, Michael's online video series, SoundWorks Collection, takes the viewer behind the scenes for an inside look into individuals and teams as they create the sound effects and musical accompaniment to films, video games and soundtracks. Candid interviews with key leaders in the film industry leave you with an indelible appreciation for this often under-recognized part of production.



"I take for granted the reliability of WD's storage solutions. They're hardware...mechanisms that save and protect projects I've been working on for months. I take for granted they won't slow me down. I can focus on shooting videos...what I enjoy most. WD makes great products I can rely on."



Filmmaking for me is all digital now...you can't put your hands on it and physically touch it. It doesn't really become something until you transfer it off your camera and onto your computer. Working in the field and being able to back up directly to your WD portable drive, without worrying about finding a power source, makes it effortless. I love how easy it is to use data, so a big part for me is engineering where the content is going...from my camera to the My Passport Pro and then back to the studio.

Everyone's had that terrifying moment when a hard drive fails. For me, when I was in college, my non-WD drive on my desk got knocked over. I still remember the sound it made when I had to power up (tick-tick) and I knew then that everything I'd spent the past few months working on was completely gone. I mean this would never happen to me again. The WD drives I've owned have been very reliable, so now I trust WD for all my storage.



"I need large capacity drives for the studio and out in the field. Often, 1 to 4 TB will get me through the day.

It came down to how I can make the best use of this technology without blowing the bank and without buying so much stuff that I feel like I'm overloaded. I know my WD storage will always work. It's been unbelievably dependable."

When doing high profile interviews or shoots, you just have to rely on your instincts and your equipment. My biggest fear would be finishing a successful interview shoot and telling them it needs to be shot again. You can't recreate it - never the same. You don't even want to be in this situation, so you need to ensure you've got the best backup equipment possible to minimize any chance of failure.

As a filmmaker, I began filming for myself as personal projects but when I released them publicly, the response was amazing. There's nothing better than being able to share your passion. There's also nothing better than knowing the films are safely stored and backed up. For example, the SoundWorks Collection video series has surpassed 50 million hits to date.



"Every project is unique and exciting and I never really let go of the post production editing process. I wanted to be involved in every aspect because for me, when I get to the editorial, I know it's exactly what I've shot. It's not really about control...it's about making a series of decisions that actually makes sense, so I can keep my vision consistent throughout the project. WD's storage solutions meet and exceed my storage needs and provide much-needed peace of mind."

Michael Coleman

See more of Michael Coleman's work at: [www.colemanfilms.com](http://www.colemanfilms.com) [www.soundworkscollect.com](http://www.soundworkscollect.com)

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