

Price-comparison between Captureforce and major NYC competitors.

	Captureforce	Equipment rental company	Capture company
• Hasselblad H1 w. HC80 (cc: comes w.3 lenses of choice)	incl.	\$110	\$350
• Leaf Aptus 65 or Phase One P30	incl.	\$649	\$600
• Apple G5 tower	incl.	\$300	\$500
• 2x Apple 20" cinema display	incl.	\$140	incl.
• Monitor calibration device and software	incl.	\$45	incl.
• Gray-card	incl.	\$5	incl.
• 300 Gig ext. HD	incl.	\$65	incl.
• APC RS-1500 power back-up	incl.	\$65	incl.
• Canon printer	incl.	\$50	n/a
• CF firewire card reader	incl.	\$20	n/a
• CF USB card-reader	incl.	\$15	n/a
• 2x SanDisk 4GB CF card	incl.	\$90	n/a
• 3x Firewire 30ft. cable	incl.	\$18	incl.
• Extension cord 50'	incl.	\$5	incl.
• 3x Batteries CR2 for H1	incl.	\$36	incl.
• Capture cart	incl.	\$50	incl.
• 2x Messenger, 2 man (lower Manhattan)	incl.	\$170	\$175
• 30 days storage of RAW files	incl.	n/a	\$300
• Digital technician	incl.	\$500	\$500
Total/day	\$1,500	\$2,283	\$2,425

Quality is important, but so are the finances.

We have compared the rates of the largest equipment rental-house in Manhattan, and a major NYC studio/digital capture company, to our own Captureforce *Signature* capture package. Neither the rental-house or the digital capture company provide equipment that match the caliber of Captureforce's capture stations. We provide expensive 16-bit Eizo monitors that are proven to be far superior at evaluating true colors. We also equip each of our G5 computers with a SATA RAID1 file storage system that guaranties you ALWAYS have a 100% clone copy of every single image you take. The SATA RAID1 configuration we use involves a brand of hard-drive that performs with the extra high "short-write to" time which is integral to the shoot-speed.

We own all our equipment and we make sure all the equipment contains the latest software and firm-ware. Firm-ware is particularly important because if your equipment does not have the right firm-ware, it will not communicate correctly with the lens, camera, digital back, or computer. Mis-matched firm-ware will make the equipment freeze and can in the worst case, permanently damage the circuit-board. When using rental equipment, you can't be sure that all the components have the right firm-ware and are "talking" properly together? The fact that Captureforce owns its equipment, and works with it every day, ensures safe and superior operational quality at optimal rates on every job.

All prices were obtained in March 2007. Prices were retrieved from company website or by direct price-quote.