



Cedar Falls is High in Fiber

PIXEL LABS

Click-tock. Click-tock. A potential client has clicked on your website and you only have a handful of seconds to capture his attention. Why should he work with you? What's in it for him? How are you any different than dozens of other companies out there?

Time's up.

Does this tale have a happy ending? It does when Pixel Labs (thepixellab.co) is on your side.

Pixel Labs is a creative media house in downtown Cedar Falls that produces web content and commercial advertising for clients across the United States. They also produce stunning, strategically aligned materials that help companies build their brand and tell their story.

Pixel Labs was launched at the Center for Business Growth and Innovation, a business incubator at the University of Northern Iowa. Since then, their work has taken them from Baltimore to Brazil and everywhere in between. No matter where they are, digital storytelling through video is at the heart of what they do.

"Our business is built on a digital infrastructure," said Zach Everman, Pixel Labs' CEO and creative director. "Working with more than 70 clients across the country, producing content in 13 different states and shooting most of our content in 4K UHD, we send massive amounts of data all over the place. All of that content requires backups of backups, both locally and in the cloud."

It's all about the space, 'bout the space, no trouble! Pixel Labs backs up its entire 48 terabyte (TB) network-attached storage to a cloud service where footage is uploaded as soon as the company's team copies it to their hard drives. Pixel Labs maintains 8TB working storage units at each workstation, which are all synced to the company's remote producer in Iowa City and soon, in Portland, Oregon.

"Eight TB of data that we are able to sync remotely is something I never even considered being part of our workflow when starting Pixel Labs," said Everman, "but now it plays an integral part in producing media for clients. The high-speed communication network in Cedar Falls is solid, extremely reliable. It's a privilege to have that type of connection."

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**—Zach Everman,
CEO & Creative Director**