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MAX-8 The New Widescreen Super 8 Format **"Pushing Super 8 to the Max"**

ONCE AGAIN, PUSHING SUPER 8 TO THE MAX.....

INTRODUCING MAX-8, THE NEW WIDESCREEN FORMAT FROM Pro8mm

Pro8mm of Burbank, California continues its' 35 year tradition of pushing the tiny Super 8 frame to its maximum potential with its introduction of **MAX-8**, a 16 x 9 Widescreen Format.

The **MAX-8** format begins with a widecreen modification to Pro8mm's popular Classic 8 Professional Camera. The custom modification expands the frame size on the super 8 film master. The viewfinder on the camera has the 16 x 9 frame marked for better framing during production. This gives filmmakers the ability to work in a ratio which is more compatible with High Definition & Enhanced for Widescreen DVD Mastering. The new expanded frame gives a 20% increase in usable picture when framing for HD.

MAX-8 is compatible with all existing Pro8mm & Super8mm film stocks. The modification to the camera does not interfere with the ability to shoot a traditional 4 x 3 frame. In the **MAX-8** format more of the film frame is being used as it passes through the camera gate. **MAX-8** will use a frame that is 1.58 (a ratio of 1 high by 1.58 wide), whereas traditional Super8 or Pro8mm film stocks use a frame of film that is 1.33 (a ratio of 1 high by 1.33 wide.)

MAX-8 must be transferred to a digital platform using a special telecine process modified for the **MAX-8** frame. The Rank Cintel gate at Pro8mm has been custom modified so that the highest quality widescreen format transfer can be achieved. The transfer can be done to any digital format, including DIGI BETA, BETA SP, DV CAM, MINI DV, NTSC or PAL, matted or enhanced for widescreen.

The Classic Super 8's resume is quickly growing, having recently been used in **feature film work** such as "The Lords of Dogtown"; **commercials**, including Truth in Advertisings "Welcome to Crazy World", and LG Phones; **television series** such as Everybody Loves Raymond; **movies of the week** such as CBS's Helter Skelter, and **behind the scenes projects** for Jennifer Lopez, Paris Hilton and Hilary Duff; countless **music video's, short subject and archival recreates.**

The newest version of the Classic 8 camera with the **MAX-8** modification is available in a sleek hammered steel powder coat finish. The discounted package price is \$2995.00 and includes in-camera crystal sync modification, 8-64mm lens, 2400 Ma rechargeable battery pack, and a waterproof carrying case. A **MAXIMUM** value for a minimum price! For Classic 8 owners, the modification only is \$500.00 The camera is also available for rent, and we offer special discounts for multi camera shoots and packages of film, processing and transfer.

A sample of the new **MAX-8** format presented in Enhanced for Wide Screen is available on our 2005 DVD Demo. For a free copy e-mail Jeff@pro8mm.com 818-848-5522.

Come see us at NAB, Booth C10511, Las Vegas Convention Center April 18-21 2005.