

ON THE LOT



Mark Burnett and Steven Spielberg, Creators/Executive Producers, ON THE LOT

Fox's new reality competition series ON THE LOT premiered on May 22nd. The show gives aspiring filmmakers the opportunity of a lifetime: a \$1-million Dream Works development deal. 12,000 people submitted their films for consideration. ON THE LOT features filmmakers who will produce short films in every genre every week. While the show is being shot on high def, we processed and transferred a number of Pro8mm reversal and negative film stocks. The intent for the footage is to be used for the credit sequence.



In a new black and white music video for THE WHITE STRIPES, both Super 8 and 16mm film was

processed in our lab. Will put up the link when the video is complete!

Pro8mm Now Offers Direct to File Digitization & Scanning

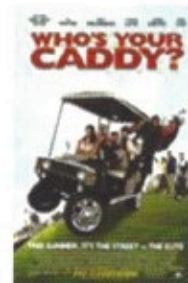
Pro8mm has recently added a hardware based SDI encoder for direct digitizing of film scanning to file formats. Film can be transferred directly from our Y-Front Ursa Diamond Scanner to Quick Time files. We can use different Codec's for encoding, ranging from completely uncompressed 10 Bit for high end work to highly compressed files such as Mpeg4 for output to I-Pods or You Tube. For example, a typical transfer that went to Mini-Dv would be encoded with the Dv Codec. Materials can be delivered to the customer on DVD-R for small files (Under 4.7 Gig) or Portable Hard drive for larger files.

The direct transfer service will add quality to the typical project because our encoding is coming directly from the 4:2:2: SDI signal of the Scanner. It will also save production time because the resulting transfer will not have to be encoded before editing. All that is needed will be a file transfer. We are quickly moving towards a tape less world, and this move will help integrate the workflow for filmmakers shooting on Super8 and 16mm film.

Pro8mm can also Digitize standard analogue video formats such as VHS, Hi8, 3/4" and Beta-Sp to file formats. The analogue video is "Up-Rezed" and digitized to an SDI signal, and then can be encoded to file, compressed to Mpeg2 or recorded on a production format such as DV Cam or Digi Beta.

Whether the original format is Regular8, Super8, Max8, 16mm, Super16, Max16 film or VHS, S-VHS, VHS-C, 8mm, High8, 3/4, 3/4-Sp, Beta-Sp if you want to incorporate these mediums into a digital production Pro8mm can bring them into the professional workflow.

Among our very first client to use the new hardware based encoder was a feature film called WHO'S YOUR CADDY, directed by Don Michael Paul, released July 27th.



The recreated scenes where shot on Pro8/85 and transferred with Phil Vigeant on the new Y-Front. After a clean pass of the footage custom effects were created in the telecine using a technique we call "Plastic" in which the optical path of the telecine is distorted using various filters and other items. Then a third pass was done after the film was physically altered to render a more authentic old world feeling to the footage. The footage was transferred to DVcam and then selects where pulled and encoded using DVcodec to DVD-R for file transfer. We have also done work on several commercials and some various independent projects direct to hard drives without any tape recordings. Everyone seems to have Final Cut Pro but few have access to expensive tape formats such as Digital Beta. File transfers are the perfect way to stay in high quality without the capital expense of tape decks.

PRO8mm EXPANDS CAMERA REPAIR DEPARTMENT

Pro8mm announces the expansion of their camera repair facility. We now have the capacity to repair and service a variety of Super 8 and 16mm cameras, with our main focus on Canon Super 8 cameras and Bolex 16mm cameras. Additionally, this fall, we will be introducing the first of our new rebuilt, recalibrated cameras, modified to optimize the results of modern film stocks. Watch for the introduction of the Pro814Camera.

The tech team will make three major improvements that will make the average super8 camera produce above average results. These include an advanced calibration system, the removal of the 85 filter and the increase of the take up torque. Watch for complete tech talk about this in our next newsletter.

