

Kodak's Entertainment Imaging Technology ENABLES DIGITAL MASTERING, SPECIAL EFFECTS IN MOTION PICTURES

CineSite
A Kodak Company

Cinesite has handled visual effects for more than 300 feature films, including the recent release "The Mothman Prophecies" (Sony pictures, January 2002, starring Richard Gere and Debra Messing).

OVERVIEW: BEFORE INFOIMAGING

Motion pictures are typically photographed over a period of weeks or months. While the cinematographer controls the lighting from scene to scene and day to day, the complete motion picture still needs to be "fine-tuned" before prints are made for distribution to cinemas. This fine-tuning, called "color timing," is typically done twice—once to prepare the completed movie for film release and again to create the home/DVD version. Now, an infoimaging process called "digital film mastering" eliminates that costly redundancy and opens up new creative possibilities. Cinesite, a Kodak subsidiary, is a pioneer in digital film mastering. While the adoption rate of this process is slow, it is a technical solution that makes long-term business sense and enables the cinematographer, colorist and filmmaker to preserve their creative intent more efficiently than ever before. It also enables digital enhancements to be designed upfront as part of the preproduction process—and to be applied consistently on every frame of the production, further extending the creative control of image-makers and storytellers. While a growing number of facilities offer digital film mastering services, Kodak color science gives Cinesite a quality edge in the business. Kodak's "systems approach"

to calibration enables Cinesite to more closely match digital information to the specific capabilities of Kodak films, providing finished images that more consistently and closely match the filmmaker's vision. Cinesite also provides digital effects, including 3-D character creation, and plays a role in an increasing number of high-profile motion pictures and high-quality TV programs.

INFOIMAGING IN ACTION

Digital film mastering brings together all of the components of infoimaging. A motion picture is typically shot on Kodak motion picture film (media). The film is then scanned and digitized using a device such as a Philips Spirit Datacine or other scanner. Kodak provides (and has won two Emmy Awards for) the scanning heads (devices) for the Philips unit, which is marketed by Thomson Multimedia. Once the contents of the film are in digital form, a colorist works collaboratively with the cinematographer using digital color corrector and other software (infrastructure) to digitally enhance the color, contrast and texture of the image. Kodak's Cinesite infrastructure also provides filmmakers a range of options for producing digital special effects and integrating those seamlessly into the motion picture.



Kodak provides (and has won two Emmy Awards for) the scanning heads for the Philips Spirit Datacine scanners.

Because the images are digital, finished portions can be transmitted over fiber-optic lines or satellite communication links (**infrastructure**) for review and approval by other movie executives at remote locations. Also, because the film is scanned—and manipulated—once for all uses, the completed movie in digital form can be written back onto film (**media**) or on any other **media** format for any purpose, including traditional and digital cinema, DVD and other home video formats. Therefore, film prints, DVDs and other media can be made from the same digital source master.

INFOIMAGING'S IMPACT

➤ Cinesite has handled visual effects for more than 300 feature films, including the recent releases "The Mothman

Prophecies" (Sony Pictures, January 2002, starring Richard Gere and Debra Messing) and "Clockstoppers" (Paramount Pictures, March 2002, starring Robin Thomas, French Stewart and Jesse Bradford).

- Kodak's Cinesite has implemented digital film mastering techniques in 12 films, including the recent release "Hart's War" (MGM Studios, February 2002, starring Bruce Willis).
- Digital film mastering represents a new revenue stream for Kodak. Although only about 12 films have been digitally mastered to date, this process has extensive potential.
- Digital film mastering and visual effects also provide significant cost savings because of elimination of duplicative efforts.

For more information about infoimaging, go to:
www.kodak.com/go/infoimaging