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A Brand New Year

2008 was a productive and profitable year for Cinevation. Continued financial success combined with a successful implementation of our growth strategy has led us to double-digit revenue and profit growth. We remain committed to providing products and services for the international film post production market; offering superior image quality, reliability and profitable business opportunities to demanding customers.

More than a dozen Cinevators are currently installed in three continents, and we are now present in India, Russia, Egypt, Spain, USA and Italy in addition to our home market Scandinavia. We are experiencing increased interest from customers in new geographical territories as in markets where we are already present. Despite some economic challenges in our markets, we are forecasting further growth for the fiscal year 2009.

We are fully aware of the fact that growth poses its own set of challenges. We will make sure that we grow at a pace which will enable us to protect the investments already made by our existing customers. Our goal is to provide wholehearted personal service ensuring that every single one of our customers becomes a reference for satisfaction.

As Cinevation begins a new year, I'd like to thank all of our customers, suppliers and partners for making 2008 a remarkable success. We look forward to keeping up our commitment to providing the best solutions based on state-of-the-art products and services in 2009 and beyond.

We will be releasing new additions to our product lines in the months to come and will keep you informed in later Newsletters.

Best regards,



Bjørn Sæterøy, CEO





Cinevator® Goes To India

Filmlab, one of India's leading motion picture film laboratories, has become the first company in India to purchase a Cinevator®five. The Cinevator® will be employed in Filmlab's new DI facility, Filmlab Digital. The new equipment is going to be installed at Filmlab's facility in Mumbai in January.



Sanjay Patel, Managing Director of Filmlab, summarized the benefits of the Cinevator®five as follows: "This product gives us a serious competitive advantage in the world's most competitive post production market. The fact that the Cinevator® delivers outstanding image quality at real time speed will enable us to meet any demands in Bollywood in terms of capacity, turnaround time and image quality. On top of this, it features Direct-to-Print which allows us to print from data directly to print media with sound and subtitles without the need to create an inter-negative film. This unique feature enables new services to the rapidly growing HD and local film markets in India."

Filmlab will offer the full range of film out services, from traditional negative intermediate to stunning "Direct-to-Print" transfers.

For more information about Filmlab and their services, please contact:

FILMLAB
27, Cama Industrial Estate
Walbhat Road, Goregaon (E)
Mumbai 400 063, India
Phone + 91 22 40 333 456
Fax + 91 22 40 333 400
Email: info@filmlabindia.com
Web: www.filmlabindia.com

And Another Cinevator® Delivered To Russia



Last December a Cinevator® has been installed at Cinelab Ltd. in Moscow. After an extensive assessment of all productivity and image quality aspects of the Cinevator® compared to their already owned Arrilaser, Cinelab decided to purchase the Cinevator®one film recorder. The Cinevator® will enable Cinelab to provide faster turnaround times paired with tremendous recording capacity and reference image quality.

Denis Glinsky, CEO at Cinelab comments; "We are very excited and proud about our latest addition to our state-of-the-art machinery. The Cinevator® will enable unprecedented customer experience and new business opportunities."

For more information about Cinelab and their services, please contact:

CINELAB
65-5 Leningradskoe shosse
Moscow 125445, Russia
Phone +7 495 789 37 20
Fax +7 495 789 37 23
Email: info@cinelab.ru
Web: www.cinelab.ru

Cinevator® Installed in Egypt

Aroma Designs & Solutions, located in Giza, Egypt, is the first company in the Middle East to have purchased a Cinevator® real time film recorder and printer. Their full-featured Cinevator®five is up and running since January 2009.



Aroma is one of the region's leading film and video production and post-production facilities. Their aim is to provide creativity and originality at the onset of every project and to continually invest in new technologies and creative talent.

The unique features of the Cinevator®five paired with the unmatched skills and technology available at Aroma will streamline Digital Intermediate and HD-to-film processes in ways which have never been possible before.

For more information about Aroma and their services, please contact:

AROMA
12 Abdel-Rahman Hussein
Madinat El-Dobat, El-Dokki
Giza, Egypt
Phone: +2 02 3338 0543
Fax: +2 02 3338 0854
Email: info@graphicaroma.com
Web: www.graphicaroma.com

Cinevator® Conquers Spain

C.A.T.A., Centro de Arte y Tecnología Argüelles, purchased a top-of-the-line Cinevator®five that is going to be operative end of January 2009.

C.A.T.A. is based in Madrid, Spain, and is part of SGAE, Sociedad General de Autores y Editores, a non-profit performance rights organization devoted to the management and defence of intellectual property rights of its more than 90.000 members (cinema directors, screenwriters, composers, playwrights, librettists, choreographers, mimes etc.).

The Cinevator® is going to be part of a complete new DI setup and workflow project that C.A.T.A. initiated in 2008. Their purpose is to provide all members of SGAE and the Spanish film creatives with world class competitive services and state-of-the-art technology. C.A.T.A. is also very much dedicated to the independent and younger generation of young Spanish film makers, providing them with training, education and access to production infrastructure.

For more information about C.A.T.A. and their services, please contact:

C.A.T.A.
C./ Abdón Terradas, 3 - 3 Bis
28015 Madrid, Spain
Phone +34 915 505 700
Fax +34 915 505 721
Email: [jacobosm@sgae.es](mailto:jcobosm@sgae.es)
Web: www.cataestudios.es

People In Cinevation

Our people are our most important resource. At Cinevation we encourage creativity and intelligent work processes. We want to introduce you to our colleagues and team members, because the Cinevation organisation is all about people.

Han Timmerman

Director Product Management & Applications

- Please describe yourself in two sentences.
*A creative thinker with love for detail and desire for quality.
I can be perceived as "intense", but there are many surprises under the surface.*
- What does success mean to you?
To be able to answer this question in less than twelve words ;)
- Please tell us three things that you believe in.
 1. *Motivating people is more effective than regulating people.*
 2. *A happy person is less likely to get ill.*
 3. *Life is like an edited scene. We see everything between an "In and Out" point, but actually there is more material.*
- How do you cope with stress at work?
I never perceive work itself as stressful, as long as it makes sense to me.
- Which book would you recommend to read?
It is difficult to recommend something to someone you don't know (yet). Even more difficult for me to recommend a book, since usually, I don't read books. Books I only use as source for reference information. One of my old favourites is Scott Meyers' "Effective C++", but if you are not familiar with software development, you might not get much out of it. If you are more into music and/or mathematics, you may want to try "Emblems of Mind" by Edward Rothstein. Both books are probably not very suited to read in bed to doze off to.

Think About It...



"It is not work that kills men, it is worry. Work is healthy; you can hardly put more on a man than he can bear. But worry is rust upon the blade. It is not movement that destroys the machinery, but friction."

Henry W. Beecher, US American social reformer and abolitionist in the 19th century.

What's On In Norway

This is Norway

Travel north this year, to the Arctic Circle and even longer. Experience the world famous Norwegian fjords with tall mountains and glaciers.

Diversity

Norway is a long and narrow country, reaching from an idyllic rocky coast with skerries in the south, to a wild and untamed meeting between land and sea in the north.

Fjords and mountains

On your way north you will travel through untouched wilderness where the mountains dive hundreds of meters into the world famous fjords.

Midnight sun and northern lights

Further north you join wildlife safaris to see whales and eagles. During summer the sun never sets in Northern Norway, and in winter the magical northern lights light up the totally dark sky. Furthest north, you stand on the North Cape, the northernmost point on mainland Europe, and feel the breeze from the North Pole.

For more information about Norway please visit:
www.visitnorway.com



Editorial

Contributing editors:

Franco Medici
Bjørn Sæterøy
Han Timmerman

We welcome your
comments and questions.

Please send
correspondence to:
office@cinevation.net

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