

# Cinevation NEWSLETTER Q4



## In this issue:

- A message from our CEO
- DFT and Cinevation form partnership
- Cinevator Seminars in Mumbai
- Filmlabs first Cinevator job
- Cinevator Upgrades

**2009 has been a challenge, but has also brought great success**  
2009 has undoubtedly been a challenging year for the film industry globally. Production budgets and total new production volume have seen a downward trend worldwide and in some markets the impact has been felt harder than others. However, we do see signs that this situation is beginning to improve. Access to financing is becoming easier, film production volume is increasing and along with this we experience an increased interest in the Cinevator.

While the signs are good, we still realise that it is no longer enough for Cinevation to be an innovative, small and agile company. We need more. Last month we announced a strategic cooperation with DFT – Digital Film Technologies, manufacturer of the iconic Spirit Datacine range. Through this cooperation we can realise closer ties with both new and existing customers, many of whom feature product from Cinevation and DFT as cornerstones of their operation.

Filmlab Mumbai is one such customer and in this newsletter we would like to share with you two stories of their success. In March of this year Filmlab saw installation of their new Spirit Datacine as well as a CinevatorFive. The following month, Filmlab's first Cinevator job, the feature film "Lahore", picked up the Special Jury Award for Best Feature Film at the 42nd WorldFest Houston International Film Festival.

Additionally, Filmlab is innovating in the way they market Cinevator services. They have launched a series of free weekly seminars to demonstrate for customers how they can benefit from the Cinevator's Real-Time, Direct-to-Print technology.

Cinevation is continuing to innovate too. In this newsletter we're introducing an upgraded light-source for the Cinevator which we've dubbed the "LED Brick" and a major update to our subtitle preparation and rendering package, Cinetitle. Keep reading to find out more.

We hope you enjoy reading this Newsletter. Please let us know if you have any questions, comments, praise or feedback, that you would like to share.

Best regards,

Bjørn Sæterøy, CEO



[www.dft-film.com](http://www.dft-film.com)

### **Cinevation and DFT - Digital Film Technology form strategic partnership**

As announced on September 8th, Cinevation and DFT - Digital Film Technology have formed a strategic partnership. Initially, this partnership will focus on sales and marketing but may be expanded in the future to include other parts of the companies' operations. As a kick-off to the partnership, Cinevation exhibited jointly with DFT at this year's IBC show in Amsterdam. The partnership positions both companies to deliver complementary technology and products as well as end-to-end workflows and solutions to the post-production marketplace.

"Together, we will provide the post production industry with enhanced, powerful and flexible solutions to improve ROI, image quality, and workflows," comments Stefan Kramper, Managing Director of DFT.

"DFT Digital Film Technology shares our commitment to delivering exceptional quality solutions," comments Bjørn Sæterøy, CEO of Cinevation. "With our combined sales and marketing efforts and strengths we will provide post facilities with technology they can use to their best advantage."

Together, DFT - Digital Film Technology and Cinevation offer superior products and solutions that address a variety of market needs, in areas of Production Dailies, Digital Intermediate, Theatrical Exhibition, Archiving and Restoration. We look forward to working closely with DFT and are excited by the possibilities this partnership brings.

### **Cinevator Seminars in Mumbai**

It is always inspiring for Cinevation to see how our customers utilise the Cinevator and how they choose to market the machine, its advantages and its potential.

Filmlab, a film laboratory located in Mumbai, took delivery of a fully specified CinevatorFive in March of this year. Filmlab is experiencing great success in the Indian market and the new workflows that the Cinevator enables are truly creating waves in Bollywood.

Filmlab has now launched an initiative they call "Cinevator Seminars". The Cinevator Seminars are free of charge and arranged to educate and motivate the Indian film industry. Run once a week on a Saturday evening, Filmlab invites anyone related to the film and advertising industry to be a part of the seminars and to discuss the opportunities that the Cinevator brings.

The seminars are focused on producing "budget-friendly" feature films, documentaries, short films and commercials. The attendees will see demonstrations of how ultra-high quality cinema release print can quickly and easily be produced from 35mm or 16mm negative scans, or directly from digitally originated content from cameras such as the Red One.

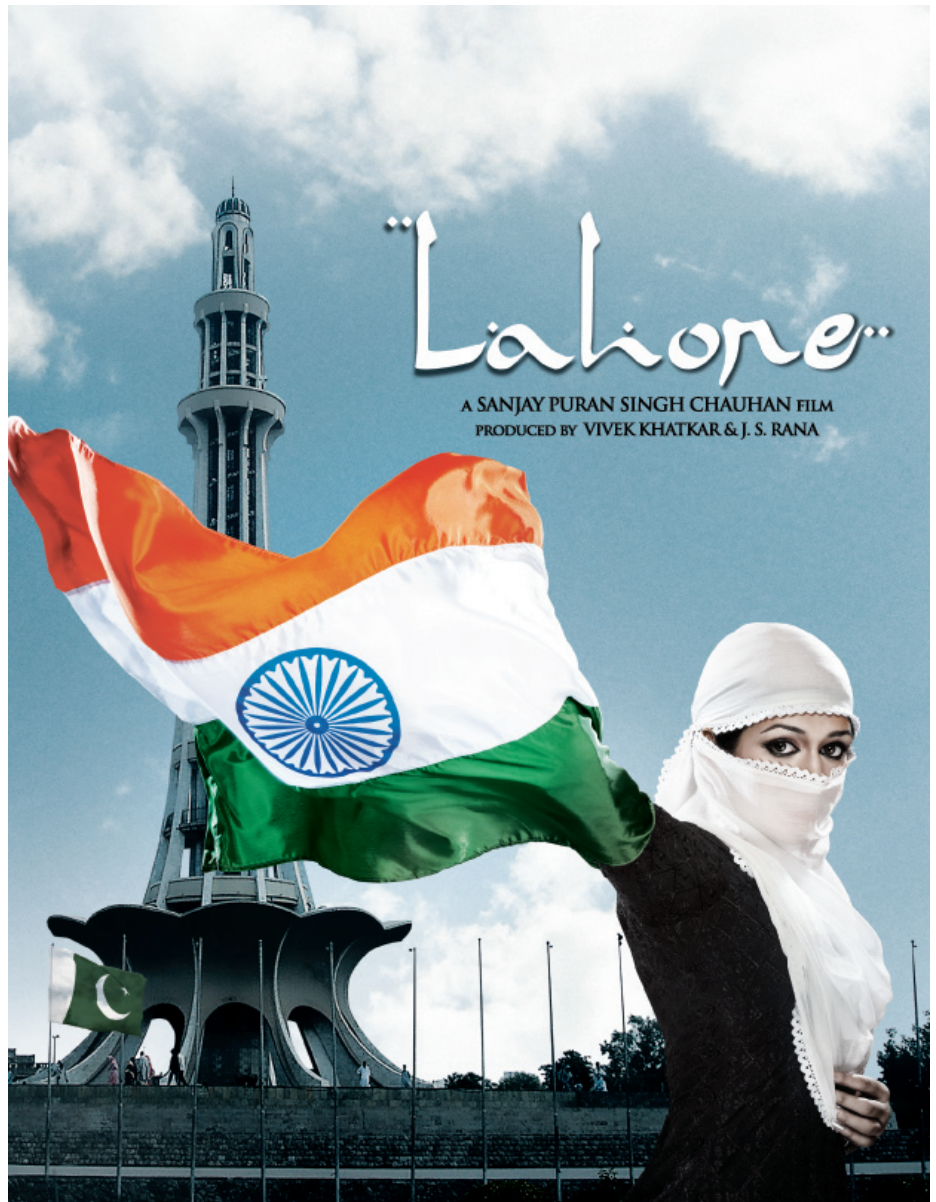
We are proud to see our customers taking advantage of the versatility and uniqueness of the Cinevator, and we wish Filmlab all the best in their future activities!

**FILMLAB**

[www.filmlabindia.com](http://www.filmlabindia.com)

**FILMLAB**

www.filmlabindia.com



**Filmlab's first Cinevator job awarded prestigious festival prize!**

Filmlab, Mumbai has played a vital role and been a valuable service provider in making the first copy of "Lahore" in real-time, and with unsurpassed picture quality. Filmlab, using the CinevatorFive from Cinevation AS, helped the producers eliminate several steps in the production process and achieve significant cost savings. By using the Cinevator, Filmlab produced a first generation 2K print with Dolby Digital sound, in one real-time process.

Sanjay Puran Singh Chauhan's film "Lahore" is the winner of the "Best Film" Special Jury Award at the 42nd WorldFest Houston International Film Festival, USA. The feature has also received nominations for Best Film at other international film festivals.

The Cinevation team would like to congratulate the filmmakers, and Filmlab Mumbai, for their great success!

  
Cinevation®

# Cinevator®

www.cinevation.net

## **New Light Source upgrade kit for the Cinevator**

Cinevation will shortly announce availability of our new “LED Brick” light source, and an associated upgrade kit for existing Cinevator customers.

The upgrade kit, which includes newly designed LED Bricks and associated controller boards, will optimise Cinevator operation and further enhance image quality and density on film. Installation of this new light source will provide our current users with:

- Increased image density and dynamic range
- Improved uniformity of illumination
- Improved self-calibrating functionality
- Reduced system maintenance

We’ve had great success during development and testing of this new product, and we are eager to make this upgrade available to customers as soon as possible.

All customers will shortly receive an offer to upgrade their existing light source.

# Cinetitle®

POWERED BY **Lemony**

## **Major revision in Cinetitle subtitle preparation software**

We’re pleased to announce immediate availability of our new subtitle preparation and rendering software.

“Cinetitle v2” is based around the Lemony subtitle rendering engine. Lemony Pro is the world’s most comprehensive suite of tools for the creation, management and delivery of subtitles and captioning for the entertainment industry. Working with the development team at Lemony on this new product has enabled Cinevation to provide many new and improved features to our customers:

- Ability to import 40+ popular subtitle formats
- Simplified definition of custom text-based file formats
- Improved subtitle render quality with fully anti-aliased text
- Simplified style and text formatting functionality and broader text style options
- WYSIWYG subtitle preview over background video
- Dual-language subtitling, each language with its own font, style and layout
- Robust subtitle error detection and reporting

Cinetitle v2 is available as an optional upgrade to all existing customers and will be provided as standard with all new subtitle capable Cinevator installations.

### *Contact Details:*

Cinevation AS, Grønland 56, 3045 Drammen, Norway  
T: + 47 90 53 34 32 • [office@cinevation.net](mailto:office@cinevation.net)



Cinevation®