

# FILMLOOK<sup>INC.</sup> NEWSLETTER

SPRING

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

2007

BURBANK, CA:

## **ARRI<sup>®</sup> TAKES OUT A PATENT LICENSE FROM 24P, LLC\* ON FILMLOOK'S CAMERA TECHNOLOGY PATENTS FOR THEIR 24P PROGRESSIVE FRAME CAMERAS.**



The ARRIFLEX D-20 is a film style digital camera. Because of its single, Super 35-sized CMOS sensor, the D-20 uses the same lenses as 35mm film cameras and has the same depth of field as 35mm film. It has an optical viewfinder, is capable of variable frame rates and is compatible with ARRI film camera accessories. It outputs an HDTV signal in HD mode or via raw sensor information in data mode. See [www.arri.com](http://www.arri.com).

*\*24P, LLC is the assignee of the Faber patent (FILMLOOK Inc.)*

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## **FOCUSING ON REPLACING HDV?**

Panasonic and Sony have added yet another high definition video format to the list of consumer grade HD available—AVCHD. This new format can record 720P or 1080i to a DVD, hard drive or flash

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memory card—no tape is necessary. The video uses MPEG-4 AVC/H.264 compression standard, benefiting the user with high compression, maximum quality with minimal artifacting. The audio is compressed using Dolby Digital AC-3 or PCM. It allows for up to eight channels of surround in a relatively small file.

This new format promises to replace the less efficient MPEG 2 method of encoding that HDV currently used for HD recording onto mini DV tape. Unlike mini DV tape, DVD and hard drive/flash memory that is recorded in AVCHD will have true random access. Unfortunately, the AVCHD format has a few disadvantages. Currently there are no professional grade or even prosumer camcorders that can record in AVCHD. However, there are consumer palm-sized cameras that have fixed lenses and record directly to a DVD, internal hard drive or flash memory. More importantly, current editing software such as Final Cut Pro and Premiere cannot deal with the files—the codecs haven't been written for AVCHD. Yet.

AVCHD has yet to be proven as a viable format for consumers, but all signs from the electronics manufacturers and sales people point to an even more ominous future...replacing HDV for producers who want the look of HD but cannot deal with the cost of full broadcast HD formats such as HDCAM and DVC ProHD. Panasonic is currently working on a professional version of AVCHD called AVC-Intra which is to be found on the AJ-HPX2000. True, AVCHD is an improvement over HDV's MPEG 2 compression, but it still has extraordinarily high compression levels that may not stand up to decompression, manipulation and further recompression in post production and broadcast. Color correction, compositing and other image enhancements will be severely compromised due to AVCHD's inferior 4:2:0 color sampling. Noise in extremely dark scenes will be a significant factor if the AVCHD material is not optimum. Imagine the noise that occurs when you have a dark scene and the gain in the HDCAM camcorder is turned up. Then imagine what will happen if the same amount of gain is applied to a highly compressed AVCHD image...not pretty.

Until AVCHD is able to be successfully integrated into a post environment and is shown to be a genuine improvement over HDV, it still makes a lot of sense to shoot HD projects on a robust, low compression format such as HDCAM, HDCAM SR or DVC ProHD. Yes, these formats are more expensive to use, but ultimately you get a better image with no compromises. Editing, compositing and color correction will always go smoother with less compressed, higher bandwidth formats shot with broadcast-quality cameras using high quality, professional lenses. Indeed, sometimes a more expensive format will wind up costing less in postproduction headaches.

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## RBC WORLDWIDE

Latin pop group RBC has a new television series entitled "RBC: La Familia," a semi-autobiographical look into the lives of one of the most popular singing groups in Latin America. The series, produced by Televisa, is being brought to FILMLOOK Inc. for high definition da vinci 2K color correction. "La Familia" is shot single-camera style with HDCAM, edited in Mexico then brought to FILMLOOK for final color timing. This is the fifth Televisa television series that has been brought to FILMLOOK. "RBC: La Familia" will begin airing worldwide this spring.

## THIRD AND FILMLOOK

ESPN has produced “Third and a Mile: The Trials and Triumphs of the Black Quarterback,” a documentary based on the book and hosted by sports writer and ESPN correspondent William C. Rhoden. The documentary, detailing the discrimination and injustice that black quarterbacks suffer even today, includes archival film elements, photographs and interviews shot in video then brought to FILMLOOK for film simulation and color enhancement. Executive Producer Mary Jo Kinser supervised the transfer and was pleased with the bleach bypass/vignette look given to the interviews. “Third and a Mile” aired February during Black History Month on ESPN.

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## GOING RETRO

Retromedia has produced some killer movies for spring release, including “Ed Gein, The Butcher of Plainsfield” and “Chicago Massacre: Richard Speck.” The two features were brought to FILMLOOK Inc. for HD titling, layoff to HDCAM, da vinci 2K color timing and final HD mastering and DVD authoring.

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## ID REQUIRES FILMLOOK

ID Playground has used FILMLOOK Inc. to complete an EPK and HD music video for Above Entertainment gospel singer Danny Liston. The video for the song “Change the World,” was shot on the Panasonic HVX 200 in DVC Pro HD, capturing the efforts of Service International to help rebuild a post-Katrina New Orleans. The EPK features highlights of the video and interviews with Liston shot on the DVX 100 mini DV camera. The video and EPK were brought to FILMLOOK for da vinci 2K color timing and output to HDCAM and Digital Betacam.

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## EC BRINGS SMILES TO FILMLOOK

EC Productions has used FILMLOOK Inc. to complete two spots for Lumineers teeth appliances, requiring da vinci 2K HD color timing and Final Cut Pro online. The raw footage for the spots were brought to FILMLOOK Inc., color corrected then given back to producer Eric Christiansen for further compositing at his facility. Then the finished spots were onlined thru FILMLOOK Inc.’s FCP suite then output to HD and Digital Betacam for distribution.

## CHRISTMAS COMES BACK!

AMLC Productions have finished postproduction on “A Merry Little Christmas,” a holiday comedy that was shot on HDCAM then posted at FILMLOOK for film simulation and da vinci 2K color timing. The feature, starring Matt McCoy as a writer who accidentally destroys Christmas in a small town while doing research for a book, was shot partially in 24P and 60i video. The feature was brought to FILMLOOK Inc. to make the movie look more filmic. The 60i video portions were processed at 30P and dropped back into the feature along with the 24P segments. Then the entire feature was color corrected using the da vinci 2K. “A Merry Little Christmas” is currently seeking distribution for DVD and broadcast for the 2007 holiday season.

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## TAKING STOCK IN FILMLOOK

Some projects and clients that have posted at FILMLOOK Inc... “Buckaroo” trailer for Brooks Vision Entertainment for FILMLOOK film simulation and da vinci 2K color timing...”The Lair,” a six episode series for Here! Productions for HD online and color timing... “Sharper Blade” edge trimmer for Comcast used da vinci 2K color timing...”Miskelly Furniture” raw selects from Lynn Bullock Productions for da vinci 2K and FILMLOOK processing.

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## FILMS BY JOVE HAS A VOICE

*The Village Voice* says “Animated Soviet Propaganda, Part 1-4” is a “funhouse trip through Soviet history.” *The New York Times*, says, “There is a lot to discover in this wide-ranging, well-documented anthology,” produced by Films by Jove. Editing, audio and subtitled in English and French for the four-DVD package was completed with us. “Animated Soviet Propaganda” is in stores now!

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## FILMLOOK MEETS ALICE IN WONDERLAND

ALICE IN WONDERLAND “The Video” by Randell & Schippers and DRC Entertainment has life on the web gathering many hits since it’s YouTube debut in March, and now added to Yahoo/Launch Videos and Clear Channel On-line. ALICE IN WONDERLAND “The Video” comically visualizes the story of Alice, as she’s forced to leave her silver spoon back in Wonderland and come

to the Big City to seek her very own fortune. To enjoy “Alice In Wonderland” and learn more about its filmmakers, check out the following link:

<http://www.youtube.com/watch?v=bPzcIArP9kc>

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## THEATRICAL RELEASES

Full of triumph and disappointment, patriotic spirit and political tension—and, of course, invisible guitars”—AIR GUITAR NATION and filmmaker Alexandra Lipsitz take audiences on an inspiring, exhilarating, and ultimately hilarious journey that delves deep to find out what it truly takes to become the best in the world and find the inner meaning of the chant, “Make Air, Not War.”

*(trailer & list of show dates and locations at <http://www.airguitarnation.com>)*

*If you have a news item for the FILMLOOK Newsletter,  
please email us at [anna@filmlook.com](mailto:anna@filmlook.com) and it will be included in our next issue.*