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Venezuela's Bolivar Films Brings FilmLight's Baselight to South America

Caracas Post Production House Implements Baselight & Truelight in Digital Intermediate Pipeline

London—13 August 2007— Bolivar Films, a full service film and video production company based in Caracas, Venezuela, has become the first company in South America to acquire **FilmLight's** Baselight ONE colour grader and Truelight colour management system. The company plans to employ Baselight and Truelight in its Digital Intermediate (DI) pipeline to support grading for feature films, documentaries and other film-based projects. The system which is capable of handling files up to 2K in real time resolution will also support SD and HD workflows for grading television commercials and programs. Bolivar Films already has three grading projects lined up for Baselight, which became operational this month.

Colour grading is a new service for Bolivar Films, which operates a 4-floor, standalone facility and has more than 50 employees. "We wanted a colour grader that fully supports film output," said Bolivar Films General Manager Luis Guillermo Villegas. "We evaluated three software-based colour graders and chose Baselight because of its features and **FilmLight's** excellent reputation—and because it implements Truelight colour management. Our research convinced us that Truelight is the best CMS available and clearly superior to anything offered by other companies in our market."

The system is being installed in a purpose-built suite, where grading will be performed to a Truelight-calibrated CRT monitor. Bolivar Films has also added a Truelight-calibrated screening room, equipped with digital and film projectors and a 30-foot projection screen capable of supporting A/B butterfly tests. The company's DI resources also include a film recorder for output to 35mm film. Additionally, the DI pipeline is directly linked to the company's film laboratory, editorial, visual effects and audio post production facilities.

"Our goal in acquiring Baselight and Truelight is to complete our DI services with the best colour grading system available and perfectly calibrated monitors and projection systems," Villegas said. "Adding Baselight to our existing laboratory and sound services means we can now offer our clients a complete solution for finishing their film and video projects."

About Bolivar Films

Bolívar Films, based in Caracas, Venezuela, has more than 65 years of experience in the production and post-production of television commercials, documentaries, short films, feature films, television programs and corporate media. The company has a talented and highly experienced team as well as the latest technology, which allows it to consistently deliver excellence while competing in one of the world's most demanding markets.

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About FilmLight

FilmLight is a manufacturer of film scanning, colour grading and colour management systems that are helping to transform film and video post production and setting new standards for quality, reliability and performance. The company's products are in use every day by leading post production facilities around the globe as essential components in their digital intermediate, commercials and video production pipelines. Fuelled by some of the industry's brightest minds, **FilmLight** is committed to delivering innovative tools that allow creative professionals to work at the forefront of the digital media revolution. Founded in 2001, **FilmLight** is headquartered in London, where its research, design and manufacturing operations are centred. Sales and support are conducted through regional service centres located in London, Los Angeles, Chicago, Sydney, Auckland and Singapore, and through qualified partners worldwide. For more information visit www.filmlight.ltd.uk

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