

Artists House
14-15 Manette St
London W1D 4AP
UNITED KINGDOM

t: +44 (0)20 7292 0400
F: +44 (0)20 7292 0401
www.filmlight.ltd.uk



Germany's Arri Film & TV Selects FilmLight's Baselight for Commercials Grading

Post Production Giant Will Use Grader to Control Spirit DataCine

Amsterdam, 7 September 2007—Munich-based Arri Film & TV has acquired FilmLight's Baselight HD to support its growing commercials division. The post production company will use Baselight to control a Thomson Grass Valley™ Spirit DataCine, becoming the first facility in Germany to employ that configuration. FilmLight and Grass Valley conducted a joint demonstration showcasing Baselight's ability to control a Spirit DataCine earlier this year at the National Association of Broadcasters Convention in Las Vegas.

Arri Film & TV evaluated several colour grading solutions before selecting Baselight based on its ability to support non-linear grading and demand within the market. "Our commercial clients like Baselight," said Henning Rädlein, Head of Digital Film for Arri Film & TV's Commercial division.

Baselight's support for Arri's existing Spirit DataCine was also key to the company's decision, providing a smooth integration into its workflow, Rädlein added. In addition, Baselight provides an excellent compliment to Arri's visual effects, 3D and compositing operations. "Baselight gives us a more flexible workflow, expanding possibilities especially for projects involving complex visual effects or requiring quick turnaround," Rädlein said.

Baselight's ability to grade in a non-linear manner will provide significant benefits to Arri's commercial clients and save time by avoiding the need to change reels during sessions. As it allows scenes to be graded in context, Baselight will also make it easier to create a consistent look and enhance creative interaction between colourist and client. Additionally, the system can grade imagery at 2K and higher resolutions, it is also ideal for visual effects work and for grading commercials intended for cinema and HD broadcast—the fastest growing segment of Arri's commercials business. Arri's Baselight will be fully operational this month.

Baselight and Spirit form a powerful and flexible solution for commercial post production. As seen at NAB, Baselight is able to control the Spirit's film transport, primary and secondary colour, focus, resize and rotate, sharpness filter and de grain features. "Baselight will make Arri's telecine workflow more productive," said Mike Grieve, European Sales Manager, FilmLight. "Its colourists can use the Spirit's colour correction and other tools for routine tasks, and employ Baselight for shots that need extra finessing."

Arri Film & TV's Commercial division provides post production services to leading advertising agencies in Germany and throughout Europe. Recent projects include campaigns for the investment firm Cortal Consors (Service plan), McDonald's (Heye), Müller yogurt (Springer & Jacoby) and the insurance company Provinzial (Ogilvy).

About ARRI Film & TV

ARRIT Film & TV Services is a full-service post-production house in the centre of Munich, between the university and the art institute. The commercial team offers the entire range of services to perfectly finish commercials, industrials and corporate images films as well as even and screen design.

For more information, contact Henning Rädlein at hraedlein@arri.de

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

Contact – Deepa Parbhoo (deepa@filmlight.ltd.uk) +44 20 7292 0400