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The logo for FilmLight, featuring the word "FilmLight" in a white, sans-serif font against a black rectangular background.

Top Dogz Launches in Kiev with FilmLight's Baselight

New Post Facility Brings High End Colour Grading to Ukraine

London. 13 December 2007 - FilmLight's Baselight HD colour grading system will be the centrepiece of a new post production facility launching this month in Kiev. Top Dogz, founded by Colourist Jake Blackstone and a group of U.S. investors, will be the first company to offer high end colour grading in Ukraine. The company, which will also offer editorial services, plans to take aim at the country's burgeoning advertising industry. It hopes to win business from local agencies that are currently doing their post work in Russia and Western Europe.

Top Dogz will also offer film restoration services. The company recently won a tender from the Ukrainian government to restore and re-master ten films of local cultural significance.

Blackstone, who was born in Ukraine but began his career as a colourist and engineer in Hollywood, spent more than a year planning Top Dogz' launch and said that he sees a tremendous opportunity in Ukraine. "There is quite a vibrant commercial industry here," he said. "The clients are very sophisticated. They are used to going to Amsterdam or Berlin for high quality grading. Our intent is to give them the same high quality... but without the extremely high price."

The power, flexibility and speed of Baselight HD made it a perfect fit for the company's business plan, Blackstone noted. Its ability to support non-linear colour grading and to process high resolution imagery in real-time means that commercial projects can be executed quickly. Baselight also enjoys a strong reputation for quality among agencies and other clients in Ukraine and elsewhere in Eastern Europe, Blackstone said.

"One of the other features that attracted me to Baselight is that it incorporates FilmLight's Truelight colour management technology," observed Blackstone. "In my work as an engineer, I spent a lot of time calibrating colour and I learned the value of a good colour management system—and Truelight is the best."

In order to keep its overhead costs low, Top Dogz decided not to add its own scanning system. Rather, it has forged an alliance with Turkish post house Sinemaj to provide the scanning and processing service to its clients. Under the plan, film elements will be shipped overnight to Istanbul, with the processed elements returned the following day on portable hard drives for uploading to Baselight.

Although film production is growing rapidly in Ukraine (many Russian production companies choose to shoot there due to lower costs), the country is lacking in many support services. There is not a single motion picture film lab in the country of 45 million people, Blackstone observed.

But in that lack, Blackstone sees another opportunity. "I am hoping that this country will bypass film production altogether and will go directly to digital," he said. "Already people are talking about bringing in some RED cameras."

Thinking about the possibilities of such a future is another reason that Blackstone chose Baselight for Top Dogz. "Because Baselight is software-based, it can grow with our needs and the needs of our market," he said. "We are prepared for anything that the market might throw at us."

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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