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

## Noellert Joins FilmLight as Workflow Specialist

**London, 19 March 2008** — Chris Noellert, a post-production technology specialist, visual effects artist and editor, has joined **FilmLight** in the newly-created post of Product and Workflow Specialist. Formerly Technical Director at Nordisk Film Post Production, Stockholm, Noellert will work with **FilmLight** clients worldwide, assisting them in the design and implementation of workflows and in taking advantage of the unique collaborative potential of **FilmLight**'s scanning, colour grading and colour management technologies.

"Chris is a unique individual who has worked at the forefront of digital imaging technology for many years," commented Mike Grieve, Sales Director, **FilmLight**. "He has an intimate knowledge of our product line and keen insights into how they can be leveraged to improve efficiencies and promote collaboration in post-production operations. We expect him to play an instrumental role in helping our customers harness the power of our technologies and develop strategies to meet the challenges of post-production in the 21<sup>st</sup> century."

Noellert joined Nordisk Film Post Production – the largest provider of post-production services in Scandinavia – in 2003 and was responsible for overseeing technical operations. As part of his role, he supervised the construction of one of the most sophisticated DI workflows in Europe, whose main components included a **FilmLight** Northlight scanner and Baselight colour grader.

He also served as the facility's Senior Inferno Artist, working on commercials for such brands as IKEA, Coke and Mercedes Benz, as well as music videos for artists including Cardigans, Kylie Minogue and Madonna.

During his time at Nordisk, Noellert developed a high level of respect and admiration for **FilmLight**'s product line. "I quickly realised that **FilmLight** technology supported a new kind of post-production workflow with grading, editorial and visual effects systems integrated in a 'cloud-like' environment that allows artists to work collaboratively," Noellert said.

Noellert added that in joining **FilmLight** he wants to help other companies take advantage of this new approach toward post. "I want to increase awareness that there are smarter and better ways to do things," he said. "My main targets are small to mid-sized facilities interested in making the move to colour grading. I want to show them how it can all fit together and help them come up with answers that make sense."

Noellert, who is originally from New Orleans, has worked in Sweden for 12 years. Prior to Nordisk, he co-founded The Syndicate, Stockholm, a post-house specializing in commercials, broadcast promotions and music videos. He also spent four years as senior Inferno artist at The Chimney Pot, Stockholm. Noellert has also studied at the School of Visual Arts, New York, and the University of New Orleans, and began his career with Chimera Digital Imaging, New Orleans.

### 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](http://www.filmlight.ltd.uk) Contact – Deepa Parbhoo (deepa@filmlight.ltd.uk) +44 20 7292 0400