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

## Windmill Lane Becomes First Irish Facility to Acquire Baselight

### *Facility's New 2K/4K DI Workflow Aimed at Features & Commercials*

**London. 31 March 2008** - Windmill Lane Ltd, the largest post-production house in Ireland, has become the first facility in the country to purchase FilmLight's Baselight colour grading system. The company plans to install the Baselight FOUR system in a newly-built Digital Intermediate theatre—also a first for Ireland—which will be used to grade features and commercials.

Windmill Lane has offered colour grading for many years, and with the addition of Baselight, the company can now compete more effectively in the features market. In particular, it aims to capture more post work for the increasing number of films produced in Ireland, work that currently often goes to London or continental Europe. The company has already established relationships with film laboratories in London as well as with London post house The Mill to support its needs for laboratory work and 2K and 4K scanning, services not available in Ireland.

"This is part of our commitment to the Irish film industry," stated Tim Morris, Director of Facilities for Windmill Lane Pictures. "2K and 4K data grading via Baselight was the last link in the chain toward providing complete DI services to our clients."

Windmill Lane Ltd has previously provided post services for several films from Irish director Jim Sheridan, including *In America*, *Get Rich and Die Tryin'*, as well as American productions shot in Ireland, such as *King Arthur* and *Veronica Guerin*. The company also handled post for the recent John Boorman film *The Tiger's Tale*, graded on Baselight.

That experience influenced the company's decision to acquire its own Baselight. "We got extremely good feedback on Baselight from both The Mill and Framestore CFC," said Morris. "Basilight appealed to us because of its creative toolset; it can perform in-context grading, and is made by the same company that makes Truelight colour management. Our colourist David Hughes, who has experience on many systems, made the final decision based on the creative potential the new system offered—all this factored into our decision."

In conjunction with the only Spirit HD suite in Ireland, Baselight will allow Windmill Lane to upgrade its service offering for commercials by enabling them to grade advertising media in 2K and high definition. "Commercials in Ireland are still primarily delivered in standard definition, but we feel it is only a matter of time before our clients want to finish in HD," Morris observed. "We aim to set the trend."

Windmill Lane evaluated a number of hardware and software colour grading solutions; Baselight was chosen because it had the strongest feature set and allowed the company to offer high quality 2K grading at a price its clients can afford. "We work in a small market, but we punch above our weight and offer the calibre of service typically found only at the larger post houses in London," Morris noted. "Basilight is an ideal solution for us. The technology and the speed arrived at the right time."

#### **About Windmill Lane**

Windmill Lane started life as a film editing company and quickly became the leading creative post-production company in Ireland specialising in TV commercials. Windmill Lane then built music recording studios and created a centre for music recording, film and TV post-production. For more information, visit [www.windmilllane.com](http://www.windmilllane.com).

#### **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)

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