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Lumeni Productions Taps FilmLight's Baselight for Trailers

London, 6 May 2008 - Lumeni Productions Inc., one of Hollywood's top full-service producers of feature film trailers, main titles and other movie marketing media, has invested in a Baselight HD from FilmLight. The company plans to use the system for colour grading theatrical media in its in-house DI theatre.

The move allows Lumeni, which has been working with the top movie studios in Hollywood for 29 years, to add expanded capabilities to its existing toolset. "Adding the Baselight HD makes sense," according to Executive Producer Tony Valdez, "and will allow us to keep pace with ever-tightening post-production schedules and increased demands for quality and creativity. The production cycle for trailers has gone into hyper-drive over the past few years and our clients are looking to us to find ways to speed up the process," Valdez said.

Baselight HD will enable the company to grade film projects with faster throughput. It will also speed up other time intensive operations such as grain reduction and sky replacement. "Baselight gives us more muscle and allows us to do things that previously took more time and effort," explained Gilbert Yablon, Chief Technical Director, Lumeni. "The overall system speed is fantastic."

Lumeni evaluated a number of colour grading solutions before choosing Baselight for its extensive feature set, performance and upgrade path. The company also chose Baselight because of its widespread adoption within the Hollywood post-production community. "Many of the post houses that we work with, including Framestore and Post Logic Studios, use Baselight," explained David Basta, Senior Technical Director, Lumeni. "That creates opportunities to collaborate and hand things off to each other."

The trailer business has changed dramatically over the nearly three decades that Lumeni has served the Hollywood film community. In order to compete in today's market, the company, which has produced trailers for such films as *Enchanted*, *Dan in Real Life* and *Underdog*, has to provide its clients with a total solution that includes graphics production, editorial and visual effects.

The new Baselight HD will help Lumeni continue to distinguish itself as one of the premier trailer houses in Hollywood able to grade projects in a D-Cinema compliant theatre. "When you are creating product for the big screen, having the ability to review work in progress in a theatrical environment makes all the difference," Yablon said. He added that introducing the Baselight HD will help Lumeni "achieve the polished results we are known for, in less time. We look forward to having it installed and our clients are equally excited."

Lumeni Productions is located at 1632 Flower Street, Glendale, CA 91201.
For more information, call (818) 956 2200.

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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