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

Visual Impact Adds Baselight to South African Operations

London —23 September 2008—Visual Impact, a supplier of professional broadcast technology with offices in UK, Europe and South Africa, has purchased a Baselight HD colour grading system from **FilmLight** for use at its Visuals HDHUB facility in Cape Town. The new Baselight becomes the first of its kind in South Africa and will be used primarily to perform grading and finishing for high-end documentaries and feature films.

Visual Impact's South African operations offer a complete package of post-production services. It services the many European and U.S. production companies that come to South Africa to shoot the country's unique locations and wildlife, as well as those that arrive to take advantage of its lower cost of production and seasonal difference from the Northern Hemisphere.

Baselight and Truelight will help Visual Impact to provide more services to both its local and international clients. Baselight will allow it to offer high-end colour grading for the first time. Truelight will enable the company to better assist its clients in managing their production workflow—especially those who have gone to high-end digital acquisition.

"Basilight and Truelight open a whole new set of possibilities and services that we haven't been able to offer our clients before," observed Visuals HDHUB director James Middleton. "We will be able to integrate **FilmLight**'s industry-standard Truelight colour calibration system throughout the production process, providing on-set viewing and digital one-lights—replacing the traditional film process."

"Digital acquisition is increasingly replacing film, with the Red ONE camera having a major impact on our market," added Visual NLE director Richard Madeley. "As a result, we needed a grading system that works with HD, 2K media—and beyond."

Basilight compliments the group's existing editing fleet, which includes Avid® Media Composer Nitris DX, Symphony Nitris DS and Final Cut Pro HD systems. Additionally, the fact that Baselight connects directly to the facility's Avid Unity shared storage systems provides great advantages for clients in terms of speed and workflow.

Visual Impact plans to use Baselight at its HDHUB facility in two configurations, a traditional grading suite for documentaries and television work, and a DI theatre, equipped with a Sony digital projection system, for features grading.

With its new resources Visual Impact intends to increase its market share and convince more visiting European and U.S. producers, who customarily return home for final post work, to finish their projects in Cape Town. It is also looking to service the growing local and regional film markets.

Visual Impact reviewed a number of grading systems and colour management solutions before selecting Baselight and Truelight. In addition to superior image quality and more robust toolsets, the company saw value in **FilmLight**'s reputation and stature in the market. "Basilight is a name our clients know and respect," said

Middleton. “When people think of Baselight they think of all the Hollywood blockbusters that have been graded on it— when they think of Baselight they think of quality and service.”

About Visual Impact

The Visual Impact group, hire, sell and provide complete solutions for the broadcast production market. With its International sales, support, specialist dry hire, drama rental and post production businesses Visual Impact is uniquely positioned to be Europe's leading Dealership. Established in 1987 the Visual Impact Group employs 130 people who are based out of 24 offices in 9 countries covering the UK, Europe and South Africa. Clients include some of the major broadcasters, production companies, freelancers and corporate blue chip companies around the world. Both the sales and service departments are accredited by all the major manufacturers including Sony, Panasonic, Canon, Fujinon, Vinten and Sachtler.

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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.filmight.ltd.uk

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