

Artists House  
14-15 Manette St  
London W1D 4AP  
UNITED KINGDOM

t: +44 (0)20 7292 0400  
F: +44 (0)20 7292 0401  
www.filmlight.ltd.uk

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

## Soho's 'One Of Us' selects Baselight

**London. 1 September 2009** – When boutique facility “One Of Us” decided to expand their service offering they looked no further than **FilmLight**’s colour grading system—Baselight. It was the ‘obvious choice’ for a company who already had many years previous experience with Baselight, knowing the history and development of Baselight and Truelight from their early days at Computer Film Company and through their experience of colour grading and VFX on recent client supervising for One Of Us post-produced projects.

Formed in 2006 by Tom Debenham, Dominic Parker and Rachael Penfold, One Of Us was set up to work on a Jonathan Glazer commercial for Motorola ‘Red’. A complex blank canvas project that involved extensive creative and technical input—including managing an 80 camera shoot.

Resisting definitions of a traditional post facility, One Of Us has focused on design and collaboration and receives projects for commercials and features with occasional smaller jobs involving end-to-end production. With this recent investment in Baselight, the company now plans to offer clients more than just VFX. “We plan to use Baselight as much as a design tool as a finishing tool,” commented Tom Debenham, co-founder, One Of Us. “The ability to work faster with full resolution elements in a proper colour environment will provide us with the freedom to explore the look and feel of our work, and allow us to integrate colour decisions, editing and layering before feeding more involved compositing to our Shake artists.”

With digital acquisition increasing in popularity for commercials and films, another requirement was for a colour grading system equipped to handle the RAW files that digital cameras create. “We needed the potential to feed shot elements (e.g. from RED) straight in to the existing timeline, work in the same environment as the timeline, in order to make element selection much more of an integrated decision,” comments Debenham. As Baselight is equipped with a comprehensive RAW camera toolset (in particular for RED and Arri D21 cameras), handling these new workflows is extremely straight forward. A recent bespoke addition to Baselight’s native camera handling allowed One Of Us to deal with large amounts of uncompressed 4K raw elements shot in house on the DALSA camera system.

Having originally been clients of Baselight systems, Debenham and team now find themselves full circle, offering their own Baselight suite to their enthusiastic client base.

-ends-

### About One Of Us

**One Of Us** is a Soho based visual effects company founded in 2006 by co-directors Tom Debenham, Dominic Parker and Rachael Penfold. Defined by a sensibility of broader filmmaking, the focus is on design and collaboration. Having worked across a variety of projects, One Of Us has distinguished itself as a boutique for visual effects and related work. The company has experience of all stages of production, from concept through planning, photography and post-production, scaling and tailoring involvement as appropriate, whilst maintaining an independent position.

### 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 – Mike Grieve ([mikeg@filmlight.ltd.uk](mailto:mikeg@filmlight.ltd.uk)) +44 20 7292 0400

FilmLight Ltd. Registered in England No. 3917536, Registered Office: Artists House, 14-15 Manette St, London, W1D 4AP