

Double first for Argentina

Marking another first in the ongoing history of the KODAK IMAGECARE Program, Cinecolor Lab and Cinecolor Digital in Buenos Aires, Argentina, have been accredited for their negative film processing standards. The facilities are the first in the country to earn IMAGECARE Program certification, which indicates that the company has achieved the highest-quality procedures for assuring overall consistency in film processing.

"Despite the fact that we were running our operations very well, we were able to improve on some aspects of our services by following KODAK IMAGECARE Program guidelines," says Mario Zambrino, regional technical director for Cinecolor. "Processing negatives is a very serious job. Our customers entrust their jobs to us. The Imagecare Program became a perfect tool for us to achieve exceptional consistency."

Cinecolor Lab is a full-service facility offering comprehensive services for the motion picture industry since 1980. They provide front-end operations as well as release printing in the Latin American region. Cinecolor Digital is a post-production house providing digital intermediates, scanning/recording, color correction, editing, graphics/animation, and copying/conversion services. Both facilities have ECN processors for 35mm and 16mm color negative film.

The two facilities are run by Industrias Audiovisuales Argentinas S.A., a Chilefilms company. The group also has laboratories in Chile, Mexico and Brazil, all of which are at different stages in the application process for KODAK IMAGECARE Program accreditation. The company is also currently building a new facility in Colombia.

Another component of the Imagecare Program is training. Zambrino notes that some employees were

concerned that the new procedures would make their jobs more complicated. But implementing the procedures had the opposite effect, and lab personnel now say that the guidelines have brought them more confidence to their work.

"Our lab team has been working at Cinecolor for many years," he says. "One of the benefits has been improvements in documentation. The checklists have helped our staff track projects more precisely and learn new ways to improve procedures."

Zambrino also believes that being able to promote their membership in the KODAK IMAGECARE Program helps them to augment their visibility and credibility with customers. Cinecolor Lab and Cinecolor Digital provide services for clients from all over Latin American and even Europe.

The KODAK IMAGECARE Program was initiated in 1996 to assist laboratories around the world in optimizing their services. Membership now extends to 39 film labs in a total of 24 countries, helping to foster a thriving, global environment for filmmaking.

"Filmmakers can confidently rely on accredited labs knowing they are receiving reliable, consistent services as stipulated by the Program's directives," says Kodak's Wendy Elms, worldwide manager of the Imagecare Program.

Zambrino concludes, "We hope to have Imagecare certification for all our Cinecolor labs in the very near future."

For more information, visit www.kodak.com/go/imagecare. For more information on Cinecolor Argentina, visit www.cinecolor.com.ar.

JAPAN Imagica Corp.,Tokyo Laboratory Ltd **KOREA** Korean Film Council (KOFIC) **NEW ZEALAND** Park Road Post **ROMANIA** Kodak Cinelabs Romania SRL **RUSSIA** OAO "Salamandra" **SOUTH AFRICA** The Film Lab Johannesburg **TURKEY** Sinefekt Film Laboratories

ARGENTINA Cinecolor Post, Cinecolor **AUSTRALIA** Atlab Australia, Atlab Queensland Pty Ltd, Cinevex Film Laboratories, Neglab Pty Ltd **BRAZIL** Cinecolor do Brasil, Megacolor Laboratorio Cinematografico **BULGARIA** Kodak Cinelabs Bulgaria **FRANCE** Arane-Gulliver, Eclair Laboratoires **GREECE** Kodak Cinelabs Greece **HONG KONG** Cine Art Laboratory Limited **HUNGARY** Kodak Cinelabs Hungary **INDIA** Adlabs Films Ltd, Kodak Cinelabs Mumbai, Prasad Film Laboratories, Rainbow Colour Lab **INDONESIA** Mitra Film Lab **LEBANON** Kodak Cinelabs Lebanon **MALAYSIA** thelab, **MEXICO** New Art Laboratories, LaboFilms **NEW ZEALAND** Atlab New Zealand **PHILIPPINES** OptiColors Inc. RoadRunner Network Inc. **SINGAPORE** Film Technical Services **SOUTH AFRICA** Soho Images Cape Town **TAIWAN** Modern Cinema Laboratory, Taipei Motion Picture Corp **UNITED ARAB EMIRATES** Kodak Cinelabs Dubai



Assessed as meeting Kodak
Imagecare Program standards
Camera Negative Processing
Release Printing Services



Assessed as meeting Kodak
Imagecare Program standards
Camera Negative Processing