



imagecare program



Chinese joint venture

Cinelabs (Beijing) Ltd has become the newest member in a growing list of motion picture processing facilities that have been accredited for meeting KODAK IMAGECARE Program standards in negative film processing.

Opening its doors in 2007, this joint venture between Kodak China Ltd and the Beijing Film and Video Laboratory was established to provide world-class motion picture film processing to the region's growing industry. It is the first laboratory in P.R. China to meet the demanding standards of the KODAK IMAGECARE Program.

Designed to Kodak specifications, Cinelabs Beijing provides services which include: processing of both color and black-and-white negative film; print film processing; film inspection; color timing; negative matching; ultrasonic film cleaning; and dry, wet-gate and optical printing. The facility also offers two large screening rooms.

In its first 12 months of operations Cinelabs Beijing has provided services to many notable productions including color negative film processing for *The Kite Runner*, *Mummy 3*, and *Red Cliff*.



"The Program was established to support and encourage world-class motion picture film processing," says Kodak's Wendy Elms, worldwide manager of the IMAGECARE Program. "Accreditation is recognition that Cinelabs (Beijing) Ltd has met the rigorous standards required to become a member."

"Quality is of paramount importance", comments Edman Chan, general manager of Cinelabs Beijing Ltd. "We have already benefited greatly from The KODAK IMAGECARE Program. Our team is strictly adhering to the stringent procedures and checklists, which result in high quality output and ultimately, improved customer service."

Membership of the KODAK IMAGECARE Program now extends to 45 film labs in 27 countries since the program was initiated in 1996.

For more information on Cinelabs (Beijing) Ltd visit <http://www.cinelabsbeijing.com>.

Visit www.kodak.com/go/imagecare for further information on the KODAK IMAGECARE Program and to get a full list of members laboratories worldwide.

