

# Cinelabs Beijing

geared up and ready to go!

On a cold afternoon on the 8th of December, a number of key executives from China Film Group, Beijing Film & Video Laboratory and Kodak celebrated the opening of Cinelabs Beijing.

“Our original intention was to make the party quite exclusive because it was an unofficial announcement,” said laboratory general manager, Edman Chan. “As it happens, the attendance by the President, China Film Bureau, Mr. Gang Tong, in fact made the event very high profile. His presence also reflected the fact that Cinelabs Beijing is one of the most important projects for the China Motion Picture industry this year.”

The laboratory is a joint venture between Kodak and the Beijing Film and Video Laboratory and is housed on two floors of a purpose-built 3,000 square metre facility. It is the culmination of a vision shared by both investors - to establish a world-class motion picture processing laboratory in China to cope with the ever-increasing shooting activities from the feature film and TVC segments.

“China is seen by foreign production companies as a wonderful location for shooting,” explains Chan. “Concerns about the quality of local processing facilities has limited production potential in the past. A high quality motion picture processing laboratory is anticipated to stimulate more and more interest in shooting in China and have a positive effect on the industry and the economy.”

Designed to Kodak specifications, the services available include full processing of both color and black-and-white negative and print film; film inspection, color timing, two screening rooms, negative matching facilities and ultrasonic film cleaning, dry and wet-gate printing and optical printing. Archival storage at optimum conditions, that include year-round temperature and humidity control, completes the offering.

To ensure the best possible results, all staff have undertaken intensive technical training by Kodak experts and the facility uses Kodak Kit Chemistry in its processors, delivering stable chemistry on a regular basis. Water quality is one of the challenges facing a laboratory in Beijing and to answer this the laboratory has its own water treatment system to soften and purify the water, according to Kodak specifications, for premium processing.



Since its ‘trial run’ in early September Cinelabs Beijing has already signed up 14 feature film titles and more than 100 TV commercials projects.

“Our quality has already received wide recognition within the local industry despite our fairly short period of operation,” enthuses Chan. “Perhaps more fortunate is that our first project happened to be a multi-million dollar overseas production from Dreamworks titled *The Kite Runner*. The production completed the China shoot in early December and shot over 120,000 meters of color negative. The overseas film crew adopted a typical ‘Hollywood style’ workflow and set very high expectations in terms of film quality and after sales service. Despite the fact that none of our team has any experience in working with a Hollywood film crew we received very high praise from the crew and the L.A.-based post-production house, Laser Pacific.”

The laboratory is also delighted with the recent decision from the, US\$40 million Chinese co-production movie *The Violent Land* which has elected to put all of their negative processing through the new facility before going to a digital intermediate via a post house in Bangkok.

For more information please visit [www.cinelabsbeijing.com](http://www.cinelabsbeijing.com).

1 Cinelabs Beijing brings world class processing facilities to China.