



Geographically located almost at the heart of Europe, Romania is now very dear to the hearts of many filmmakers thanks to the contribution made by Imagecare Program accredited laboratory, Kodak Cinelabs Romania.

The lab opened in Bucharest in 1999 and achieved accreditation for negative processing very shortly afterwards. Towards the end of last year it went one stage further when it became accredited for release printing services as well.

Romanian faithful

"We have a team of professionals who take care of the whole cinematographic process from film supply until the last operation in the laboratory," said Cornelia Popa, Manager Kodak Cinelabs Romania. "It is important for us at Kodak Cinelabs Romania that when a customer buys Kodak film stock, it is processed correctly from a technical point of view and transferred to Telecine or printed to the highest quality and technological standards."

"At present we have a staff of 31 people, state-of-the-art equipment, wide ranges of Kodak negative and positive film, Kodak chemicals and technology in fact everything for all local and foreign producers of features, documentaries, TV movies and commercials."

Jean-Claude Peugnet, the Kodak Entertainment Imaging and Technology Center observer based in Chalon noted, "I can definitely state that the lab in Romania is world class in its approach and we were proud to accept them as a member of the Imagecare Program. I have met very well prepared people. The quality of both communication and services are to the highest working standards", he concluded.

To ensure that its technicians follow all the steps to ensure top quality and consistency all the time, Cinelabs, like all Imagecare Program accredited labs, has written procedures for daily operations and complies with them.

These procedures follow every part of the process covering ECN and ECP (chemical analysis and densitometry, processor, process conformance, problem solving and chemical

mixing); printing (density, physical quality, logbook for maintenance and scheduling procedures for lamp replacement and alignment tests), the projector (daily assessment of screen image, logbook to record frequency of checks using film standard test), daily set-up, daily assessment of physical quality of the film after being run through the VCA, image quality of the lab (logbook to record repeat work and causes, logbook to record frequency of checks for bulk releases) practical sound tests and training schedules for employees.

And probably the best testimony for Cinelabs is word-of-mouth recommendation from its clients as the following quotes exemplify:

"The dailies were superb and the blacks were beautiful; gammas and temperatures were all spot on and everything was done exactly right. The work prints were so good and clean all the time, which was much appreciated by those of us who sat through many thousands of feet of print material - every night!"

John Seale ACS, ASC - DP on Cold Mountain

"And the KODAK (Cinelabs Romania) lab gave us a superb and a very flexible service. They often organized push-processing for us at short notice and their service and processing quality couldn't be bettered."

Lukas Strel - DP Case of Evil

"Kodak Romania was an absolute godsend for us. We had a very specific manner in which we wanted to work and, with the help of Laser Pacific, Cornelia and her staff were able to adopt and implement this pipeline almost overnight and then run it with remarkable dedication and efficiency during the course of a gruelling 6-day/week shooting schedule."

James McQuaide, Visual Effects Supervisor & Co-Producer of The Cave

By respecting these work procedures, Cinelab's staff also help to provide the following advantages;

- Less downtime
- Improved productivity
- Access to accurate records
- Easier problem solving
- Less wastage
- Continuity of staff performance through training and less stress

These results demonstrate that Cinelab staff are all highly dedicated and are motivated by their desire to be the best.

Below: Cinelabs Romania



Above: (L to R) Ross Emery DP on *The Cave* with Alex Ciocan, colorist.



Pictures: The telecine suite at Kodak Cinelabs Romania with colorists working on *The Cave*

Cinevex Film Laboratories

Achieves Kodak Quality Accreditation

Melbourne-based Cinevex Film Laboratories, part of the Atlab Group of companies, has earned accreditation as a member of the Kodak Imagecare Program for their camera negative processing, bringing the entire Atlab Group in line with this meticulous quality standard.

With over 25 years' experience, the laboratory prides itself on its ability to service markets beyond Australia's borders to encompass work from around the region and across the globe. Their diverse credits include Adam Elliot's Oscar-winning short animated film, **Harvie Krumpet**, which stands alongside Columbia Pictures Film Production Asia feature titles, **Kung Fu Hustle**, directed by Stephen Chow, and He Ping's **Warriors of Heaven and Earth** and the Working Title Films production of **Ned Kelly**.

Director of post-production, Ian Anderson, has spent a considerable amount of time in territories such as Hong Kong, Beijing and the United Kingdom, establishing relationships throughout. "We are convinced that the global recognition of the Kodak brand will instill confidence in our international client base who now have the added reassurance of our quality accreditation", he says.

The laboratory's achievement was a genuine team effort led by Technical Manager, Christopher Sturgeon, "We have thoroughly reviewed each and every step of our process to verify we comply with the exacting standards of the Kodak Imagecare Program, it confirms we are amongst the best in the business."

To qualify for the Program, the laboratory has undergone a rigorous assessment with proceedings closely monitored by Kai Cheong Yeung from the Kodak Customer Technical Services group in Melbourne. All aspects of the laboratory's color negative processing function were inspected including sensitometry, problem-solving skills, chemical mixing and chemical analysis. In-house training plans were also reviewed, to ensure that all staff fully understood, and were prepared to comply with, the standardized procedures imposed by the Program. Yeung comments, "The Cinevex staff showed a very high level of understanding and participation in the Kodak Imagecare Program. They were demonstrably pro-active in seeking out better ways to execute the actions required to achieve optimum quality. I was very impressed by this."

With the exception of the company's bulk release printing facility at Lane Cove in Sydney, the Cinevex accomplishment completes The Atlab Group's overarching goal of having the entire group accredited for camera negative processing. This

includes Atlab New Zealand, fully accredited in both camera negative processing and release printing services, Atlab Artarmon and Atlab Queensland; the latter two premises accredited in the camera negative processing part of their operations. "The Kodak Imagecare Program has provided an integrated and systematic approach to quality assurance both at Cinevex and throughout the Atlab group," says Grant Millar, General Manager, Cinevex Film Laboratories.

Membership of the Kodak Imagecare Program continues to expand around the world, helping to assure film processing quality and assisting filmmakers with delivering on time and on budget. Knowing that a laboratory produces work of a consistent high quality means peace of mind for the producer, the director and the cinematographer. Filmmakers go to extraordinary lengths to get that perfect image. Laboratories who are members of the Kodak Imagecare Program ensure it stays that way.

For more information on the quality services provided by Cinevex visit: www.cinevex.com.au



Assessed as meeting Kodak Imagecare Program standards

Camera Negative Processing
Release Printing Services

BULGARIA
Boyana Film Lab -
Boyana Film Studios

JAPAN
Imagica Corp.
Tokyo Laboratory Ltd

KOREA
Korean Film Commission (KOFIC)

NEW ZEALAND
The Film Unit Ltd
Atlab New Zealand

ROMANIA
Kodak Cinelabs Romania SRL

RUSSIA
OAO "Salamandra"

SOUTH AFRICA
The Film Lab Johannesburg

SPAIN
Image Film

TURKEY
Sinefekt Post Production Company



Assessed as meeting Kodak Imagecare Program standards

Camera Negative Processing

AUSTRALIA
Atlab Australia
Cinevex Film Laboratories
Atlab Queensland Pty Ltd
Neglab Pty Ltd

HONG KONG
Cine Art Laboratory Limited

INDIA
Rainbow Colour Lab

LEBANON
Kodak Cinelabs Lebanon

MALAYSIA
thelab, asia-pacific videolab

PHILIPPINES
LVN Pictures, Inc.
Star Film Laboratories Inc.

SINGAPORE
Film Technical Services

SOUTH AFRICA
The Film Lab Cape Town

TAIWAN
Modern Cinema Laboratory

