



Imagecare Program member secures top Malaysian production



A Kodak quality program

Described as Malaysia's first 'blockbuster' movie and a possible contender for 'Best Foreign Film' in this year's Oscars, **Puteri Gunung Ledang** is an epic love story that takes place in 15th century Malacca.

Based on the legend of a Malay warrior, the film is produced by Enfiniti Productions, and directed by Saw Teong Hin. The shooting of **Puteri Gunung Ledang** took the cast and crew all over Malaysia from the Cameron Highlands, Port Dickson, Pulau Perhentian, Kuala Lumpur to Sungai Kesang in Malacca.

Malaysia's Imagecare Program member, thelab, Asia Pacific Videolab (APV) acted as a one-stop shop for the feature film. Laboratory Manager Mike Van Der Elst firmly believes that having their facility awarded Kodak's Imagecare Program accreditation in Camera Negative Processing was the deciding factor in securing **Puteri Gunung Ledang**. "Due to the fact that we are an accredited laboratory, we were able to guarantee the filmmakers complete consistency in our processes," points out Van Der Elst. Indeed the entire production was processed and telecined at APV, as well as all the visual effects, 3-D animation and editing. Van Der Elst reports that "the film's amazing fight scenes were edited and on-lined in Flame. The resulting 90-second trailer is truly an eye catcher and was shown during the 16th Malaysian Film Festival, held at the Palace of the Golden Horses, where it got a fantastic response."

Because **Puteri Gunung Ledang** used the increasingly common digital intermediate procedure, it was imperative that from day one through until the end of the shoot, thelab's processing did not deviate. "I believe that we achieved this goal very successfully," says Van Der Elst. "In turn, this made the later color correction from scene to scene very easy. After our initial discussions with Jason Kwan, the Cinematographer for **Puteri Gunung Ledang**, the daily reporting was consistently excellent. In my experience, I have seldom come across a production that has gone so smoothly," says Van Der Elst.

The staff of thelab have also benefited from participation in the Imagecare Program. "All processes are set down in our manual, which states exactly how each section of our work is to be done. There is always a right way of doing a job, and the Imagecare Program assures us of this. Another great aspect of the Program has been preventative maintenance. It is wonderful never having to keep fighting 'spot-fire' type problems; I have no doubt that the maintenance schedule makes our work days much more efficient."

Van Der Elst also believes that Imagecare Program Accreditation has had a positive effect on the laboratory's reputation. "Certainly that's true. We now have a lot of overseas clients bringing their work over to us due to the consistency and quality of our processing. Commercial filmmakers are coming from as far afield as Germany, Dubai, India and Hong Kong. This is an exciting time for us as breaking into international productions is not always easy, especially when cinematographers often have long standing relationships with their home laboratories."

Puteri Gunung Ledang was screened at this year's prestigious Venice Film Festival's Great Spectacular Midnight Films showcase where it was the only film representing South-East Asia.

For more information on thelab visit www.apv.com.my For more information on the Kodak Imagecare Program visit www.kodak.com/go/imagecare



Right: A scene from *Puteri Gunung Ledang*

Inset: Mike Van Der Elst (second from left) and the team from thelab.



IN FILMMAKING,
IT'S GOOD TO TAKE RISKS.
IN PROCESSING, IT'S NOT.

It takes creativity to make a film, and consistency to process it. When you take your film to a member of the KODAK IMAGECARE Program, you know that it is being processed to worldwide standards of uncompromising quality. Only those labs that meet the most stringent requirements are accredited as IMAGECARE Program members. Some qualify for camera negative processing and others for full services. Look for the red-and-yellow Program logo to ensure that your film's quality will meet the highest levels of professionalism. After all, you insist on perfection in every aspect of your film. And that's what the KODAK IMAGECARE Program is all about.

For more information visit www.kodak.com/go/imagecare.



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SINGAPORE

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SOUTH AFRICA

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TAIWAN

Modern Cinema Laboratory

Two new labs join the fold

A hearty welcome to the two latest laboratories to be accredited to the Imagecare Program. Both labs are assessed as meeting Kodak Imagecare Program standards in camera negative processing. The two labs are Rainbow Colour Lab in India and Cinevex Film Laboratories in Australia.

The Imagecare Program is truly worldwide, running in 17 countries, with 24 laboratories now accredited.



Above: The Cinevex lab team

Below: The team from Rainbow, (L to R) Logendra Babu, Gerry Tribuzio, A. Nirmalarani, Rajesh Jiandani.

