

Two new Imagecare Program labs in India

With the recent addition of Adlabs Films Ltd and Kodak Cinelabs, both located in Mumbai, India to the Kodak Imagecare Program, the number of member laboratories has reached 27. The Kodak Imagecare Program is now a truly global network that extends through 19 countries.

Admittance as a member to the Kodak Imagecare Program is a recognition that a laboratory has implemented the many sophisticated procedures and checks required to meet the Program's rigorous requirements.

For a laboratory that is seeking Kodak Imagecare accreditation, laboratories are required to standardize and document all their procedures, monitor and control their processes, and be able to demonstrate that they are following the procedures and checklists they have documented. A key component of all of this is the requirement to document and implement a staff training plan for all laboratory personnel. The laboratory has to be committed to assigning

resources to the stringent testing and monitoring of all the different facets of operation within the laboratory required as part of the Program, as well as to the development of the people in both skills and knowledge.

While self-assessment underlines the Program, it is Kodak's Entertainment Imaging team that grants the Imagecare Program seal of approval, reassessing the laboratory's work-flow regularly to determine if the laboratory deserves to keep its membership status, thus ensuring quality standards are being maintained.

"Kodak takes great pleasure in welcoming both of these well-established laboratories to the Imagecare Program," says Wendy Elms, Worldwide Imagecare Program Manager, Kodak Entertainment Imaging, Greater Asia and Japan Regions. "They are to be congratulated for successfully meeting the meticulous requirements of membership."

Adlabs Films Ltd

Established since 1978, Adlabs Films Ltd initially concentrated its operations on the high-end commercial sector of the industry. The laboratory has gone from strength to strength, now catering for approximately forty percent of the Western India market in feature films, which amounts to processing a lot of negative! Despite being relatively new to the Imagecare Program, having signed the agreement in 2001 and been a full member since late 2005, Krishna Shetty, General Manager Adlabs Films Mumbai Pty Ltd says that there are almost immediate results from membership.

"I know that clients recognize the significance of Kodak's Imagecare Program, and this is an awareness that we are now in a position to capitalize upon. Success in such a competitive industry is not simply about having high technical standards, but understanding the needs of the client and the industry". This attitude has paid off, with many of the films processed at Adlabs Films winning awards for cinematography.

Cinematographer Himman Dhamija (**Bluffmaster** and **The Rising**) has nothing but praise for the laboratory's work. "Finding a consistent lab is always incredibly important to a cinematographer's work. Cinematography is a craft in which

Below: Film Inspection by a member of the Kodak Cinelabs Mumbai Team.





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 (SOUTH)
Korean Film Commission (KOFIC)

NEW ZEALAND
Atlab New Zealand
Park Road Post

ROMANIA
Kodak Cinelabs Romania

RUSSIAN FEDERATION
OAO Salamandra

SOUTH AFRICA
The Film Lab Johannesburg

SPAIN
Image Film

TURKEY
Sinefekt Post Production Company

calculated risks are constantly being taken as the cinematographer and director search to expand the visual palette available to them. A lab that has a consistently high quality of processing and printing allows the cinematographer to experiment, safe in the knowledge that unexpected variables are not going to ruin everyone's hard work. Using a Kodak Imagecare Program accredited laboratory means I am able to become bolder in pushing the boundaries of the stock."

Filmmaker Rajen Kothari echoed these sentiments saying, "Negative processing is very crucial for both the cinematographer and everyone connected with the production. Anything that goes wrong at the processing stage rebounds on the cinematographer with terrible ramifications. So when, as a professional, you are making your choice of lab for a movie, it is like choosing a doctor for by-pass surgery; consistency and tenacity are absolutely vital."

"When you choose a lab reputed for its consistency, you do not need to worry about your densities, they will be spot on always. Also the processed negatives will always be clean. Only when a lab is consistent on a day-to-day basis does it become trustworthy and dependable. In any region across the world, Kodak Imagecare Program certification is like an ISO certification. It makes the lab utterly trustworthy."

For more information on Adlabs Films, visit www.adlabsfilms.com

Kodak Cinelabs Mumbai

Cinelabs Mumbai is the latest in Kodak's network of processing laboratories to join the Imagecare Program. The company has negative processing (35mm and 16mm) and telecine facilities, using a Spirit

Datacine® supported by Pandora Pogle MegaDEF color correction.

By way of describing the laboratory's workflow regime, Kodak Cinelabs Mumbai Technical Manager Solomon Silveria says, "We have broken down our operations into what we call the 'Four M's'. This stands for Machines, Materials, Methods and Manpower. Each of these elements integrates fully with each other and helps achieve the precise standards of quality control and maintenance required by the Imagecare Program."

Silveria also points out that achieving and then maintaining these standards is hard work. "Being a part of Kodak, we always thought that we maintained high standards. But with the introduction of the norms of the Imagecare Program we had to put in much more effort to further raise our standards, to meet the high requirements set by the Program. These efforts have certainly paid off not only for the laboratory but also in enabling us to offer even better services to our customers."

And the customers certainly agree. Here is a small selection of comments from some of them:

"Kodak Cinelabs is perhaps the only one that satisfies my technical ego and processes my execution of a director's vision with just the precise treatment. I feel flamboyantly pampered when even a small technical flaw in the footage is given special attention, discussed and rectified at no extra cost for me. It's custom-made for cinematographers. Its entire process from scheduling to processing is very professional."

Keshav Prakash: Cinematographer

"I have been one of the first clients of Kodak Cinelabs and there has been no reason to explore outside. They have the quality, approach and attitude just in the right ratio. I am happiest with the fact that they treat each film as special. I can just walk in anytime knowing that my work has been done regardless of the odd hours. They stand up to client's demands and that is what I call 'professional'."

Piyush Raghani: Freelance Director

"Kodak is a world-class lab and the processing is impeccable. To sum up the facilities in the lab I would say excellent results and client interface. All commercials we are working on are processed at Kodak."

Kiran David: Producer

For Kodak Cinelabs laboratory visit www.kodak.com/go/cinelabsmumbai

For more information on the Kodak Imagecare Program visit: www.kodak.com/go/imagecare or contact your local Kodak office.



Top: Kodak Cinelabs Mumbai Team.
Right: A member of Adlabs Film Ltd team at work.



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Camera Negative Processing

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

FRANCE
Arane-Gulliver

HONG KONG
Cine Art Laboratory Limited

INDIA
Adlabs Films Ltd
Kodak Cinelabs Mumbai
Rainbow Colour Lab

LEBANON
Kodak Cinelabs Lebanon

MALAYSIA
thelab, asia-pacific videolab

PHILIPPINES
OptiColors Inc.
RoadRunner Network Inc.

SINGAPORE
Film Technical Services

SOUTH AFRICA
The Film Lab Cape Town

TAIWAN
Modern Cinema Laboratory

www.kodak.com/go/imagecare