

Second Kodak Regional Motion Picture Laboratories Conference takes place in Bangkok

Kodak played host to the second Regional Motion Picture Laboratories Conference, an event exclusively designed for laboratories from the



of information, opinions and the latest advancements not just between the regional motion picture processing laboratories, but also between Kodak and representatives of the laboratories. These type of forums represent Kodak's ongoing commitment to provide excellence and consistency in its products and services."

For those laboratories that are Imagecare Program members, the additional day was spent discussing the initiatives of the ISO - 9000

based quality control program, as well as other opportunities to further improve and develop the Program into the future. This included discussion of the Imagecare Program's quality control software which is designed to assist laboratories in meeting and maintaining the stringent Program standards. Representatives of member labs enjoyed the opportunity to discuss common interests, concerns and experiences during a team activity and dinner at the conclusion of the day.

Comments from participating laboratories

RoadRunner Network Inc., Philippines

Rick Hawthorne, Assistant Managing Director of RoadRunner Network Inc., believes that the Imagecare Program portion of the conference "was a great opportunity for both the participants and Kodak to bond together and be informed

of new products, trends and general information that proved valuable to our individual laboratory operations. The sharing of problems and concerns in such a forum was an advantage to all of us. The topics and speakers were well chosen and the information garnered from them was both timely and enlightening."

"The open forum also enabled the labs to air common problems and concerns regarding the administration of the Program, the value of the Program to each lab and the confidential concerns particularly where Kodak is privy to individuals' operations and techniques best suited to their operating environment outside what is detailed in the Kodak H24 manual."

"I was also pleased with Kodak's open receptiveness on the sensitive issues raised by some of the Imagecare Program laboratory operators. It is hoped the customers, the labs and Kodak will all benefit from our passion and combined efforts."

"The Imagecare Program has allowed us to operate more efficiently and economically. With the importance placed on achieving higher technical results, such as tighter sensitometry and chemical management, our operations are streamlined. The availability of Kit Chemicals has assisted greatly in this respect. Also, increased awareness of matters pertaining to pollution and management of waste water have increased the company's level of responsibility to the point where it is now a habit."

"There is a distinct awareness of the Imagecare Program in the industry, which has follow-on benefits to member laboratories. Filmmakers know that an Imagecare Program

Greater Asia and Japan region, in Bangkok. Conducted over two days, with an additional specialized day for Imagecare Program member laboratories, the agenda covered diverse and comprehensive topics such as Digital Intermediate and Digital Cinema, the latest in laboratory techniques, as well as an open discussion forum on key issues and trends. Guest speakers included Mark McMullon from RTI (a laboratory equipment manufacturer) and John Galvin from Oriental Post which the laboratories visited on the second morning of the conference.

Delegates came from countries all around the region including India, Australia, New Zealand, Malaysia, Hong Kong, Korea, Thailand, Philippines, Japan, and Indonesia. Greg McKibbin,

Regional Business General Manager & Vice President, Entertainment Imaging, Kodak Greater Asia & Japan Regions, comments that "These delegates form part of an elite group who play a vital role in ensuring that audiences enjoy the best quality images possible. It's important for Kodak to host events such as these to ensure that an ongoing forum exists for the exchange



accredited laboratory operates to a consistent standard. Although customers will look for the best price, professional filmmakers always place importance on quality. Any facility that can assure them of reliable service and image quality will have the first option on their production. For the member laboratories, this is an important part of the Imagecare Program."

Neglab Pty Ltd, Australia

Werner Winkelmann, Laboratory Manager of Imagecare Program member, Neglab Pty Ltd in Sydney, Australia said the conference provided an opportunity to establish ways in which the Program could become a 'language without borders.'

"The labs and Kodak will all benefit from our passion and combined efforts."

"The conference was a fantastic opportunity to explain how the Imagecare Program can, through continued improvements, set a vision for the future. Such a vision should be comprehensive, involving the improvement of business practices, while ensuring the resultant product is of the highest standard. The conference showed that the Imagecare Program has a vital role to play across the globe."

"With the Imagecare Program and conferences such as this one, lab owners and operators can exchange experiences in an environment with

operators, supervisors and managers from around the world, where a wealth of diverse experiences can be passed on. Having been involved in the building of ECN2, ECP2 and ECP3, and B & W processors, many before there was an Imagecare Program, I have been in a position to understand how having a group of people, all supporting each other can tackle problems much more effectively than a lone operator."

"Kodak provides Imagecare Program member laboratories with the tools and may guide us into the future. But at the end of the day it is up to us, the labs, to continue to develop a common language of working together through the Program."

"One of the other main aspects of the Imagecare Program is that it provides a means of measurement for our performance, and unless performance is measured, it cannot be improved. Every effective business knows the true capabilities of each of its processes, and how these factors impact on the quality of the finished product. For the past 25 years working in this industry, I've found that only Kodak has maintained a global presence as the company that gives ongoing technical support at the highest level."



Assessed as meeting Kodak Imagecare Program standards

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Atlab New Zealand
Park Road Post

ROMANIA
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The Film Lab Johannesburg

SPAIN
Image Film

TURKEY
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For information on RoadRunner Network Inc. visit www.roadrunner.com.ph on Neglab Pty Ltd visit www.neglab.com.au

For Kodak motion picture products visit www.kodak.com/go/motion or to learn about the Kodak Imagecare Program visit www.kodak.com/go/imagecare ■

New Worldwide Imagecare Program Technical Manager

With the continued expansion of the Imagecare Program it is both timely and appropriate to redefine the technical support structure of the Program. Frank Ricotta, Manager, Entertainment Imaging Customer Technical Services (CTS), and Wendy Elms, Worldwide Imagecare Program Manager, are pleased to announce that Frank Pettrone has been named Worldwide Imagecare Program Technical Manager. As part of this role Frank will help ensure that the Program has all necessary and appropriate technical support on a worldwide basis.



Assessed as meeting Kodak Imagecare Program standards

Camera Negative Processing

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

HONG KONG
Cine Art Laboratory Limited

INDIA
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

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