



OptiColors, Inc, based in the Philippines, has been a member of the Imagecare Program for a little over a year, yet the laboratory is already noticing distinct benefits. Technical Operations Manager, George Toralba says that for a company in its infancy that is also taking up new premises, the Imagecare Program "has provided invaluable access to the wealth of knowledge available in Kodak's technical support. This included advice on the preparation of our new laboratory's design and technical facilities, and assistance with technical workflow and quality control data. The guidance OptiColors received from Kodak streamlined the company's technical research and construction timetable for the more modern motion picture film processing and printing laboratory facility."

To qualify for the Imagecare Program, OptiColors relocated laboratory equipment acquired from the closure of LVN Pictures Inc. to an entirely new building. The newly built facility uses a positive airflow system essential for effective dirt reduction. By maintaining positive air pressure in all the rooms, the staff are able to limit the occurrence of dust particles getting into the laboratory area.

OptiColors also embarked upon an extensive research and testing program to ensure that the new facility's water supply quality was up to Kodak's Imagecare Program standards. The results from the research were utilized in the development and installation of a

Kodak Imagecare Program helps young lab prosper



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

Atlab New Zealand
Park Road Post

ROMANIA

Kodak Cinelabs Romania

RUSSIA

OAO Salamandra

SOUTH AFRICA

The Film Lab Johannesburg

TURKEY

Sinefekt Post Production Company



Assessed as meeting Kodak Imagecare Program standards

Camera Negative Processing

AUSTRALIA

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

FRANCE

Arane-Gulliver

GREECE

Kodak Cinelabs Greece

HONG KONG

Cine Art Laboratory Limited

INDIA

Adlabs Films Ltd
Kodak Cinelabs Mumbai
Prasad Laboratories Chennai
Rainbow Colour Lab

LEBANON

Kodak Cinelabs Lebanon

MALAYSIA

thelab, Asia-Pacific Videolab

MEXICO

Labofilms SA de CV

PHILIPPINES

OptiColors Inc.
RoadRunner Network Inc.

SINGAPORE

Film Technical Services

SOUTH AFRICA

Soho Images South Africa

SPAIN

Image Film

TAIWAN

Modern Cinema Laboratory
Taipei Motion Picture Co

www.kodak.com/go/imagecare

water-processing facility providing Kodak standard quality water for the processing machines 24 hours a day.

In the area of chemical control, OptiColors discontinued the use of potassium ferricyanide and converted to a more environmentally friendly bleach kit chemical system. A state-of-the-art waste water management facility ensures that environmental waste disposal and recycling processes and procedures are complied with.

Additional multi-tasking training for the staff means that machine operators are now capable of performing different quality control tasks and operating more than one machine. Key and senior personnel conduct instructional programs and oversee the training progress of the laboratory's staff. In addition the standardization of operating procedures for machine start-up and shutdowns ensure that fewer errors are committed.

Toralba points out that the Kodak Imagecare Program 'badge' is an assurance of consistent quality control to the laboratory's clients. "In a recent pitch for a feature film project, which was processing 100,000 feet of 35mm negative, we took the client through our facility and presented them with a reel of our most recent jobs. The procedures

in the quality control processes used when OptiColors Inc. took on the challenge of printing most of last year's Metro-Manila Film Festival entries. "We had half the amount of staff than the lab who had done the previous year's prints, however, because we employed a project management program approach and banked on our Imagecare Program



and means of control that we had implemented for Kodak Imagecare Program accreditation was a major factor in convincing both the director and cinematographer of our facility's quality output."

For OptiColors Inc., the benefits of the Imagecare Program continues beyond specific projects, as shown

discipline, we completed the printing jobs ahead of schedule," says Toralba. "One of our client's Line Producers said that she couldn't believe she was actually celebrating Christmas Eve with her family, a family gathering she hasn't attended in a decade or so!"

New members: A warm welcome to Labofilms SA de CV from Mexico, Prasad Laboratories Chennai in India and Taipei Motion Picture Co.