

Kodak Imagecare Program member FTS Singapore provides peace of mind



Assessed as meeting Kodak Imagecare Program standards

Camera Negative Processing
Release Printing Services

For the FTS Singapore laboratory, applying for the Imagecare Program has proven to be a perfect strategy in catapulting the laboratory into the forefront of the Asian film industry. Since becoming a member in October 2002, FTS Singapore has experienced an increase of overseas clients, from 10 to 40%!

Founder and Owner of FTS Singapore, Frank Cramel says that "From the start, FTS Singapore was established with a specific vision in mind, to attain Imagecare Program accreditation. All of the lab's procedures, workflow, configuration, and layout are designed with this one-track purpose. It took 18 months of relentless fine-tuning and all the effort has paid off handsomely."



BULGARIA
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

TURKEY
Sinefekt Post Production Company

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Camera Negative Processing

Indeed, the reputation of the laboratory secured one of Bollywood's biggest productions in recent time. The Filmkraft Productions production of *Krrish* decided to use the laboratory for all its processing needs, something Cramel attributes to being part of the Imagecare Program. "By virtue of FTS being a member of the Imagecare Program, Filmkraft clearly demonstrated their confidence in the reputation of the program. When clients ask what an Imagecare Program accredited lab means we simply say, 'Is it worthwhile to risk your negatives?'"

Sri Lankan filmmaker Suren De Silva (*Children of Tsunami*) points out that "A dependable laboratory is the key to creativity. When you

know the results from the lab will be consistently excellent, you can concentrate on your shoot. It takes the many headaches out of the equation, knowing that what you shoot is what you get. A dependable, consistent lab allows for bolder choices; I shoot very economically and I don't have to worry about bad handling from beginning to end of the can. No scratches, no pinholes, no dust. Prior to the Imagecare Program I had many unfortunate experiences with unknown labs. Now, there's a clear choice."

De Silva provides a pertinent example of how using an Imagecare Program laboratory instills confidence in the whole production. "I had to

shoot a 10 minute promotional piece for Sri Lankan tourism that was to be shown in India. We built a special rig to mount an ARRI 35 III under the belly of a Bell Jet Ranger helicopter. I have been directing films for 22 years but had to, for the first time, crank the camera myself remotely from the co-pilot's seat. I sought advice from FTS."

"As they recommended, I used Kodak EXR 50D 5245 film and the results were amazing! From the air it's very difficult to provide exact exposures, so I worked on averages and a little guesswork. The latitude of the film handled the conditions perfectly and the lab provided flawless processing. The result was a perfect film. FTS Singapore even generously reprocessed a test I'd had done at another laboratory and the results were better than ever."

"Quite simply, the Kodak Imagecare Program accreditation provides total piece of mind for the filmmaker, there's nothing more precious than that negative. Why would you not use an Imagecare Program lab?"

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

GREECE
Kodak Cinelabs Greece

FRANCE
Arane-Gulliver

HONG KONG
Cine Art Laboratory Limited

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

LEBANON
Kodak Cinelabs Lebanon

MALAYSIA
thelab, Asia-Pacific Videolab

PHILIPPINES
OptiColors Inc.
RoadRunner Network Inc.

SINGAPORE
Film Technical Services

SOUTH AFRICA
Soho Images South Africa

SPAIN
Image Film

TAIWAN
Modern Cinema Laboratory

www.kodak.com/go/imagecare

