

NEWS IN BRIEF NEWS IN BRIEF

Kodak introduces apps for filmmakers

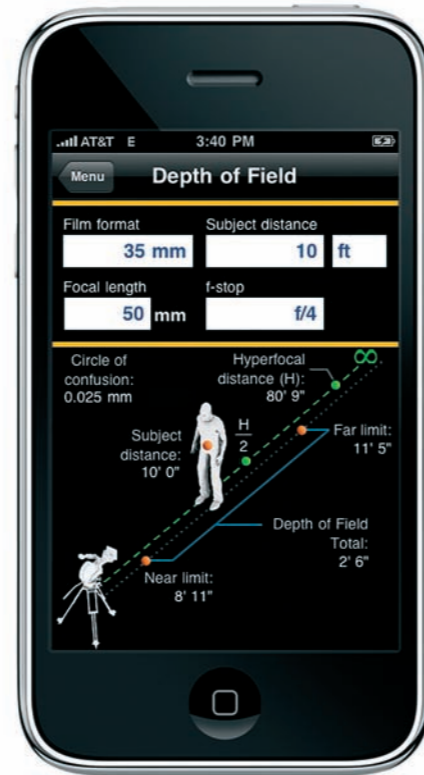
Kodak has developed and released two mobile applications for filmmakers that can be downloaded for free from the iTunes App Store. These Kodak Cinema Tools are designed to provide quick, accurate information, taking the guesswork out of daily on-set and on-location questions.

The KODAK Film Calculator app computes the running time for any length of film in any format, or how much film is needed for a specific duration, making complex mathematical calculations quickly and conveniently. Information can be entered into fields where data is known: format, length, run time and frame rate. The app then calculates and supplies the other variables. Film length can be measured in feet or meters for all formats, including Super 8, 16mm, 35mm, three-perf 35mm, and 65mm film. The application also comes with a KODAK Glossary, which provides instant definitions for hundreds of filmmaking terms. The glossary is designed to help filmmakers and

their collaborators communicate clearly and accurately.

The KODAK Depth of Field Calculator and KODAK Contact application assists filmmakers in determining the correct settings for achieving desired focus, and connects them with Kodak around the world at the touch of a button. For example, if you are using 35mm film, and the subject is at 10 feet, the focal length is 50mm, and the F-stop is 8, this app will calculate the near limit, far limit, hyperfocal distance and circle of confusion.

"Filmmaking is a global industry, and our objective is to help bring useful mobile tools to the fingertips of filmmakers regardless of where and when they are shooting," says Nicole Phillips, Kodak's director of web marketing for the Entertainment Imaging Division. "This app is designed to provide quick, accurate information, and to help connect us to our customers, so we can provide the products and services the creative community needs to get their projects completed."



Film is a winner at Cannes

Many of the films that achieved success at Cannes were originated on Kodak film stocks. As well as the winner of the Palme d'Or, *Lung Boonmee Raleuk Chat* directed by Apichatpong Weerasethakul, other winners were:-

TOURNEE	Mathieu Amalric
POETRY	Chang-Dong Lee
LA NOSTRA VITA	Daniele Luchetti
HORS LA LOI	Rachid Bouchareb
UTOMLYONNYE	
SOLNTSEM 2	Nikita Mikhalkov
IRISH ROUTE	Ken Loach

Quality counts in Cannes

Did you know that several films that won awards at the 2010 Cannes Film Festival were processed at KODAK IMAGECARE Program laboratories? (See poster). At L'Appartement Kodak in Cannes, there was an inaugural IMAGECARE Program Reception attended by laboratories, DPs and producers. There are now 52 IMAGECARE Program accredited labs worldwide. For more information visit www.kodak.com/go/imagecare



Kodak Introduces New Super 8 Motion Picture Film

ADVANCEMENTS IN FILM TECHNOLOGY FOSTER A RENAISSANCE FOR THE SMALL GAUGE

Kodak has introduced a new Super 8mm Color Reversal Film. KODAK Ektachrome 100D Color Reversal Film is a daylight-balanced 100-speed film, incorporating bright saturated colors and fine grain with excellent sharpness.



"Super 8mm film is a versatile, affordable option for filmmakers who require the image quality and flexibility of film," says Chris Johnson, product manager, Entertainment Imaging Division, Eastman Kodak Company. "Quantum leaps in film emulsion technology have made Super 8 - once considered a hobbyist's format - a viable option for professional filmmakers and students."

"Kodak's commitment to R&D continues to raise the bar for image quality," says Johnson. "One benefit is that Super 8 is now a terrific option for students who want to

hone their skills, as well as for professional filmmakers who want to craft a distinctive look for their project," he continued.

"We are excited and happy to demonstrate Kodak's continued commitment to film technology, and we look forward to further announcements this year," says Johnson.

Poles apart?

The organisers of Plus Camerimage, the International Film Festival of the Art of Cinematography have decided to move the festival out of the city of Lodz, Poland. The festival has been held there ever since it was set up in 1993 but future expansion plans have been blocked. The Plus Camerimage team has been in talks with several other cities in Poland and a decision is expected soon.



The organisers' efforts are aimed at securing the future growth of the festival as an independent forum for the exchange of artistic and technological ideas between filmmakers from all over the world.

FILM THE ONLY WAY FORWARD FOR THE MOTION PICTURE INDUSTRY

Kristian Butler has submitted a thesis for his major for a BA(Hons) Degree in Film that argues that digital technology is lacking and therefore not ready for the motion picture industry. Film is the only logical way forward, he argues. A copy of his thesis is downloadable from www.platinumdaughter.com



THE IMAGE FORUM
Kodak is a member of this association which works to address issues relating to the image quality of both British and international film and TV productions. Please visit their website at <http://image-forum.org.domain-ref.http.carbon.lon.periodicnetwork.com/>

WIN

A TRIP TO CLERMONT-FERRAND INTERNATIONAL SHORT FILM FESTIVAL in France inclusive of airfare and accommodation. Go to www.kodak.com/go/education for more information.

