

Sinefekt keeps standards high



Sinefekt Film Laboratory became the first Turkish film laboratory to earn KODAK IMAGECARE Program accreditation in 2001 for negative processing and release printing services. Since then the Istanbul-based laboratory, which was founded in 1983, owns one of the largest post-production companies in Turkey. Sinefekt now processes 80% of all film productions in this fast-growing market and its impressive portfolio includes many big features such as *Ulak* and *Kabadayi*. It has also undertaken post-production work on numerous foreign features, including *Flyboys*, *The Grudge 2* and *The Illusionist*.

"Sinefekt is still the only accredited film laboratory in Turkey that has been assessed as meeting KODAK IMAGECARE Program standards," emphasises, the vice president of Sinefekt, Mert Baydur. "We believe that this is a remarkable accreditation, which is adapted from ISO 9001. It makes a big difference to our business, compared to other laboratories in Turkey. Besides our own reputation for quality in the local area, it constitutes the best way to reassure every new client that wishes to work with us. Even if they have not previously heard of our name they will know that we are trustworthy and will provide good quality service. We follow the KODAK IMAGECARE Program recommendations stringently and every member of the laboratory staff is aware of the importance of consistently increasing the quality of the digital intermediate workflow."

Sinefekt's laboratory offers a full range of post-production services including 16mm and 35mm negative processing, 35mm printing and processing, 16mm to 35mm blow-up, Super 35mm to 1:1.85 blow-down, colour correction with Colour Master, wet gate printing, negative cutting and editing, and ultrasonic film cleaning.

Post-production services

Sinefekt Post Prodüksiyon Hizmetleri AS, provides high quality post-production services to almost every production house and agency in Turkey. It offers various 3D animation techniques, editing, compositing and sound studios. Sinefekt is justifiably proud of its very strong digital effects department which transformed all its facilities to digital computer technology twelve years ago. Sinefekt also owns Sinemaj, a telecine house that boasts a da Vinci 2K Colour Enhancement System, DSX film scanners, Spirit 4K, Pogle and Rascal suites, as well as a Lustre grading room with a Sony 4K digital projector. "Our customers are very happy that they can obtain every laboratory and post-production service from one company," says Baydur.



In addition to its post-production facilities, Sinefekt added on-stage filming and motion control to its services in 2006. In a separate building it now runs a studio that houses MILO: the only portable motion control unit in Turkey. With its ongoing programme of investment in advanced equipment, Sinefekt has gained a reputation in Turkey for being one of the "most assertive alternatives" in the business.

Cihan Baydur, the president of Sinefekt notes, "Our team went through a serious education during our acceptance as a member of the KODAK IMAGECARE Program. This discipline has provided us with the opportunity to improve our performance and, most importantly, we have reached a definite quality standard." Laboratory manager Yusuf Ozbek adds, "With the help of the KODAK IMAGECARE Program we have instigated a lot of improvements with our data logging and have significantly enhanced our record system in terms of passing on troubleshooting experiences. Although we previously maintained our own records, they were not that easy to understand for new employees. We have now prepared the laboratory for the future."

"Our laboratory and post-production departments complement each other very efficiently and our editors, compositors and laboratory staff are all well versed in digital intermediate workflow. Over time, we have trained many young talented staff to form a very strong and experienced team. As a result of our efforts, our investment in advanced equipment and KODAK IMAGECARE Program accreditation, Sinefekt provides the best DI results in Turkey and in our entire geographic area," claims Mert Baydur.