

A Digital Success Story

Munich-based convention „Digitale Cinematographie“ attracts more exhibitors and visitors

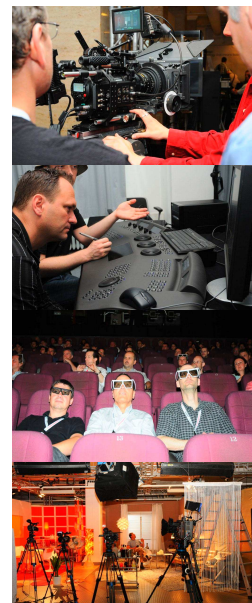
Munich, Germany, 2008---- The digital film and production technology convention „Digitale Cinematographie“ organized by Band Pro Munich, Ludwig Camera Rental and MKMProduction was taking place for the 6th time in a row. Newest high definition trends, developments and experiences were accompanied by numerous screenings and workshops. A main focus during this unrivaled event throughout Europe was put on 3D-stereoscopy. Trade visitors from film and media industry found a very interesting platform for lively discussions.

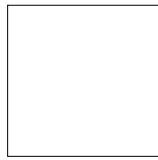
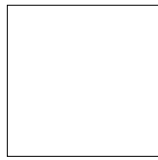
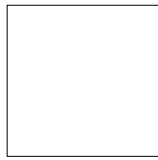
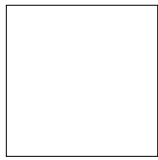
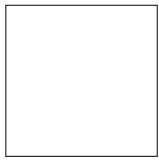
High definition is about to enter the domain of classic movie-, TV-and commercial production. High definition technology is more and more establishing as production and broadcast standard. Film professionals who will be successful in the future have to look into HD production. The “Digitale Cinematographie” had more exhibitors and visitors than ever before: 40 exhibitors and 1177 visitors reflect the growing interest in the industry. The so-called High Definition Competence Center, consisting of Band Pro Munich, Ludwig Camera Rental and MKMedia Production, had founded this unique industry platform out of their experience from sales, rental and production supervision. 2000 qm exhibition space showcased a comprehensive overview on future developments in production and postproduction. Hands-on experience is the motor of success of the Digitale Cinematographie knows Gerhard Baier of Band Pro Munich. It’s not the exhibition which is in the focus of the convention concept but the whole digital workflow chain. When rental and post production house owner Martin Ludwig had established this show together with Gerhard Baier and Martin Kreitl six years ago, he only thought of one thing: to demonstrate visitors how important it is to think about the result of the production first before starting the digital production process at all. “The Digitale Cinematographie wants to encounter trends by showing actual employments as for example this year’s RED One workflow session” explains Martin Ludwig. For Martin Kreitl the Digitale Cinematographie is even a pathfinder for cutting-edge trends throughout Europe. He is convinced that digital cinematography will offer new and astonishing possibilities for movie- and TV-audience, broadcast stations and cinema operators. He emphatically pointed out that the spread of HDTV and the digital movie theaters underlies no (longer) limitations on digital production technology. He is very positive about the fact that movie theaters could attract more audiences with live coverages from concerts and sports events or stereo 3D-projections.

Many visitors were from the Munich area, which traditionally plays an important role in the worldwide film production industry, as well as from other German film metropolis and neighbouring countries. Manufacturers use the Digitale Cinematographie mainly to present their newest gear and technology aside from the big industry conventions such as NAB and IBC. Especially the Munich-based manufacturers such as ARRI, P+S Technik and Chrosziel use their home field advantage. Also, many of the visitors - who are usually “main artisans” such

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PRESS



Digitale Cinematographie - final report, June 2008, page 2/2

as production companies and DoPs, etc. - expect to see the latest product generations such as a Sony F35, Sony PMW-EX3 or a RED One first time in Europe. The second day of the show was dedicated to hype stereo 3D-projection and -production. Many discussions with producers and experts on this hot topic comprised on the rules to be followed by shooting 3D and how 3D effects can be best made.

The core of the Digitale Cinematographie, however, are the numerous HD screenings from documentaries to Hollywood blockbusters. The German film award winner film "Kirschblüten-Hanami" by Doris Dörrie and best-director-award-movie at the Cannes film festival „Three Monkeys“ (Originaltitel „Üc Maymum“)by Nuri Bilge Ceylan and the numerous 3D trailers were the highlights of the waste screening programm.

The workshops met many of the various demands: newest product generations, workflow - scenarios, comparisons of cine and HD objectives, editing software, film and video restoring software, color grading software, use of studio recorders as well as specialized workshops on 3D-productions. Hands-on camera sets were made up by the famous German movie colleges HFF and BAF and were especially frequented by students. Sony - as main sponsor - was also very happy about the event: „The presentation of the whole digital workflow- spectrum as well as the possibility to get in touch with producers, camera operators, editors and other media professionals make this event even for a global player and broadline manufacturer very valuable,“ states Goran Hantschel, Divisional Director Professional Solutions Europe.

A constantly increasing number of visitors since the beginning in 2002, more and more digital film productions as well the proceeding establishing of HD/HDTV as production- and broadcast standard undermine the importance of the event. The organizers of the Digitale Cinematographie have already committed to keep on pushing this major industry event.

More information, pictures as well as an overview on the workshop and screening program: www.digitale-cinematographie.de.