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Leading Commercial facility Avenue Edit invests in FilmLight systems

London, UK. 28 March, 2007 - FilmLight, a leading provider of digital film and video technology, announced today that leading Chicago based full-service post-production facility Avenue Edit has purchased and installed a Baselight FOUR colour grading system together with FilmLight's recently launched Northlight 2 pin-registered scanner for their new state-of-the-art facility.

Founded in 1980, Avenue is a complete commercial post-production facility with offices in Chicago and Santa Monica offering a range of SD & HD services including editorial, graphic design, compositing, CGI/3D, audio design & record/mixing and colour correction.

Understanding how quickly the tapeless workflow is approaching the commercial post-production industry and wanting to move their Film department into the HD market, the company started researching the technology available that would enable them to offer their clients a much better experience.

Dave Kelly, Director of Engineering for Avenue commented "We did extensive research last year and had many hands-on demos of all the available products. Baselight outperformed them all and was far superior for our commercials workflow. This combined with the stability and scan quality of the Northlight 2 made our decision easy."

The Northlight 2 will allow Avenue to work with 2k, 4k or 6k log scans that feed the Baselight. The scanned frames will be transferred over Avenue's high speed network to create a tapeless environment, and the final sequence will be generated by Baselight to any SD or HD format.

"FilmLight was the obvious solution. They have been very accommodating, providing us with an extensive internet forum and the best support system; I can now spend more time with the actual colour correction and artistry of the images, exploring the different options as an artist and not as an engineer," commented Heather Hay, Senior Colourist for Avenue.

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About Avenue Edit

Avenue Edit, Inc. is a full-service post-production company with offices in Chicago and Santa Monica, and a market leader in technology and creative acumen. Avenue was founded in 1980, is headquartered in Chicago and has a satellite office in Santa Monica, CA. that operates under the name Rival Editorial. The core business focus is commercial broadcast postproduction across all media platforms including TV, radio and the Web. Long-format projects are also produced such as feature length films, television programs, documentaries, and corporate videos. Our senior management staff has over 100 years of collective advertising industry experience. Given our size, scope and experience base, we can provide the world's largest advertisers with the highest quality product in an efficient and cost-effective manner. For more information, visit: www.avenue-edit.com
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About FilmLight Ltd

FilmLight was established to develop an integrated digital film mastering process by providing the world's highest quality digital film scanning, grading and colour management techniques. The FilmLight team has been pioneering digital film techniques for nearly 20 years enabling it to offer unsurpassed industry knowledge. The company's products are now gaining market share in the wider post-production market place in which film occupies the highest quality sector. The company's clients for its pioneering Northlight, Baselight and Truelight digital film technology include Cinesite, ILM, Éclair, Rhythm & Hues, Pacific Title, FotoKem, Framestore CFC, Matchframe, The Mill, UPP and The Moving Picture Company. FilmLight has offices in London, Los Angeles, Chicago and Sydney. For more information visit www.filmlight.ltd.uk
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