

Artists House
14-15 Manette St
London W1D 4AP
UNITED KINGDOM

t: +44 (0)20 7292 0400
F: +44 (0)20 7292 0401
www.filmlight.ltd.uk



Posterboy Inc. extends its reach with reDI-to-ROLL and Baselight Transfer

London. 6 April 2009 – Toronto-based post-production company Posterboy Inc. has become the first customer worldwide to purchase the recently launched Baselight Transfer system (BLT) from **FilmLight**. A cost effective, digital telecine tool, the BLT enables seamless integration of REDCODE Raw source into standard non-linear editing, grading and finishing workflows and can be used near-set or within a post-production environment.

Post Supervisor and President of Posterboy Inc., Michael Forsey has formed a digital workflow management service called reDI-to-ROLL; the purpose built 28ft mobile post-house enables instant review of footage and can create colour graded dailies as well as transcode for Avid® or Final Cut Pro offline editing.

The Baselight Transfer will be at the centre of the unit, which also includes an Avid and Final Cut Pro system for on-site editorial work. With a temperature controlled environment and onboard generators, the unit can travel to any location in any weather.

“I looked at a number of systems for on-set data management and Baselight Transfer seemed the only one to have the whole package. We need to be able to review in real-time and transcode quickly for Avid or FCP and have those files immediately available for offline editing. We also need a colour management system that gives the clients confidence, and with the integration of Truelight we can ensure that,” commented Forsey.

Forsey has worked as a Post Supervisor and Sound Supervisor for feature films, documentaries and television productions. His experience with digital workflow and his passion for digital cinema technology inspired him to launch reDI-to-ROLL.

“When the RED camera was introduced there was a lot of excitement yet concern about how to deal with a tapeless, filmless format on-set. The industry did not have the infrastructure to support this data-centric workflow. In 2006, I was on a RED shoot and I remember thinking we really need the post-production facility on-set and that’s exactly what we are doing now!” stated Forsey.

About FilmLight

FilmLight is a manufacturer of film scanning, colour grading and colour management systems that are helping to transform film and video post production and setting new standards for quality, reliability and performance. The company’s products are in use every day by leading post production facilities around the globe as essential components in their digital intermediate, commercials and video production pipelines. Fuelled by some of the industry’s brightest minds, **FilmLight** is committed to delivering innovative tools that allow creative professionals to work at the forefront of the digital media revolution. Founded in 2001, **FilmLight** is headquartered in London, where its research, design and manufacturing operations are centred. Sales and support are conducted through regional service centres located in London, Los Angeles, Chicago, Sydney, Auckland and Singapore, and through qualified partners worldwide. For more information visit www.filmlight.ltd.uk Contact – Deepa Parbhoo (deepa@filmlight.ltd.uk) +44 20 7292 0400