

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

The logo for FilmLight, featuring the word "FilmLight" in a white, sans-serif font against a black rectangular background.

## Any project is possible for Lomas Post with Baselight

**London. 12 May 2009** – FilmLight, a leading provider of digital film and video technology, announced today that Mexican-based commercial post-production facility Lomas Post has invested in a Baselight ONE colour grading system. The company prides itself as a 'one-stop shop solution' specialising in commercials, and receives work from most of the major production houses and advertising agencies in Mexico.

Lomas Post wanted to expand their services and provide clients with an effective solution for RED including the ability to work in 2K for feature films, giving the company a competitive edge over other facilities. "We required a system that would enable us to work with RED and other digital formats as well as allow us to take advantage of our C-Reality film scanner to make feature films," commented Jack Amkie, Director at Lomas Post. "With a large number of commercials also produced for theatre distribution, Baselight fits in perfectly."

With the integration of Truelight, FilmLight's colour management technology, Lomas Post can confidently show clients exactly how the image will look when displayed on screen or in theatres and ensure that the look is translated correctly throughout the entire post-production process from grading through to the laboratory.

Before acquiring the Baselight, Lomas Post had worked on a particular feature film which required much of the company's time preparing the data. "We spent a lot of time converting RED files, placing them on a DDR and then doing a tape to tape with our existing Da Vinci 2K - it was a complete nightmare. With Baselight we're now capable of working with any given project, whether it's a commercial shot on RED or for theatre release and feature films," stated Amkie.

The Baselight ONE grades and plays back 2K and video material, utilising two dual core processors and a graphics card, while offering 12TB of RAID storage. Like all members of the range, Baselight ONE can be directly connected to a SAN. With the soon to be released Baselight 4.1 software, the system will also support RED camera content natively, with the ability to edit all RED decode parameters, including reading metadata from RSX files, on a per-shot basis.

"All our colourists and clients are extremely happy. In only two weeks working with Baselight, we've completed approximately 10 television commercials for various brands including Cofetel, HEB, Pepsi and Pizza Hut. As a company, we're very confident with the expertise and commitment from FilmLight," concluded Amkie.

### About Lomas

Lomas Post is a post-production facility based in Mexico City specialising in commercials and feature films. Conformed by talented and professional people we offer a complete solution to our clients. Our services includes: Telecine, color grading DI, compositing, editing, motion graphics, 3d animation and audio. For more information visit [www.lacurva.com](http://www.lacurva.com)

### 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](http://www.filmLight.ltd.uk) Contact – Deepa Parbhoo ([deepa@filmLight.ltd.uk](mailto:deepa@filmLight.ltd.uk)) +44 20 7292 0400