

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 solid black rectangular background.

Medialab, Paris, creates Commercial non-linear workflow with Baselight Kompressor

LONDON—September 10, 2009—Medialab Technology, one of the leading providers of post-production services for commercials in France, is among the first facilities worldwide to adopt Baselight Kompressor—the new technology from **FilmLight** that allows its Baselight colour grading systems to share direct access to media files with Avid systems. Baselight Kompressor enables Medialab’s colourists on Baselight systems and editors using Avid Media Composer workstations to collaborate easily and finish projects more quickly.

“As a top commercial post house, Medialab has an imperative to complete projects quickly while working at the highest levels of quality and creativity,” said **FilmLight** European Sales Manager Mark Burton. “Basilight Kompressor furthers all three of those goals, by making colour grading an integral part of a true non-linear workflow. For editors and colourists, this is an exciting and liberating leap forward.”

Medialab Technology currently operates three Baselight systems: a Baselight TRANSFER for processing digitally acquired dailies, a Baselight HD for ingesting media and preparing projects for final grading, and a Baselight EIGHT for final grading. The three systems are connected via a 10Gb network, and are also now routed through the Baselight Kompressor; this in turn is linked to an Avid Unity storage device, which is also shared by the company’s three Avid Media Composer Nitris DX editing systems.

“Basilight Kompressor allows us to exchange media directly between editing and colour-correcting suites,” explained Medialab Technology Technical Manager Thierry Calvet. “It is also connected to our 1Gb facility network, which allows us to exchange files with other equipment in our fleet such as our Flame stations.”

The implementation of Baselight Kompressor marks the culmination of a two-year process by Medialab Technology to develop a complete non-linear workflow. “We were seeking a software-based colour grader that could control our telecines and exchange data with our Avid systems. It also needed large storage capacity and high processing speed,” Calvet recalled. “After several trials with different suppliers, we chose Baselight. **FilmLight**’s attentiveness, coupled with the fact that their products best fit our requirements, convinced us that they were the best choice.”

Medialab Technology is a subsidiary of French post-production giant Groupe Transatlantic, and provides a range of services for advertising that, in addition to colour grading and editing, includes graphics, visual effects, audio mixing, standards conversion and media archiving. Its clients include all of the top advertising agencies and commercial production companies in Paris, as well as many others throughout Europe. Recent projects include campaigns for French brands Cochonou, Decathlon, Le Petit Basque and Nespresso, all of which were graded on Baselight.

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 – Mike Grieve (mikeg@filmlight.ltd.uk) +44 20 7292 0400