



**CINE** expo news  
**GEAR 2010**



# OHM™ LIGHT

PRG's signature LED lighting product, designed specifically for the demands of today's motion picture and TV productions



Be enlightened.

# welcome to Cine Gear 2010!



We thank you for joining us at this year's event here at The Studios at Paramount in Hollywood.

We prepared for another exciting show with plenty of exhibitors, old and new, many of them with new tools and services to demonstrate and deliver.

The Film Series Competition is growing and we received a record number of film entries. The winners in all the different categories will be announced and honored along with the Anniversary celebrations for Rosco Laboratories at 100 years and Thales Angenieux at 75 years.

Lifetime Achievement recipient Volker Bahnemann, Arri Inc., will receive the Cine Gear Expo 2010 Lifetime Achievement Award in recognition of the significant contributions he has made to advancing the art and craft of filmmaking. The presentation will be made at 9:00 pm on Friday, June 4 at The VIP Reception located at The Paramount Theater.

As there are always new trends in the industry, we keep up with them and added the 3D Symposium with panels on production, post production and exhibition.

In addition to the Symposium we have a full schedule of Content, Premiere and Master Class seminars spread out through out the days of the Expo. Please check this program guide so that you do not miss any of the ones of interest to you.

Please enjoy your time at Cine Gear, catch up with your friends, educate yourself and buy those new tools that will make your life on the set easier.

Cheers,

Karl Kresser & Juliane Grosso





## A Preview of *Inception* with Wally Pfister, ASC



Leonardo DiCaprio as Cobb in Warner Bros. Pictures' and Legendary Pictures' sci-fi action film *Inception*, a Warner Bros. Pictures release. (Photo by Melissa Moseley)

Academy Award®-nominated Wally Pfister, ASC will discuss and answer questions about the ground-breaking production of the highly anticipated motion picture, *Inception*, during a Saturday seminar at 10:15 a.m. in the Sherry Lansing Theater. The film marks the cinematographer's sixth co-venture with Christopher Nolan who wrote and directed the Warner Bros. movie, which premieres in IMAX and 35 mm formats on cinema screens next month.

Magic happens when Pfister and Nolan collaborate. Their films have resonated with critics and fans. Their collaborations began with *Memento* in 2000, when Pfister and Nolan were both in the dawns of their careers. *Insomnia* was their next co-venture in 2002. Pfister earned consecutive Oscar® nominations for their most recent collaborations, *Batman Begins* in 2005, *The Prestige* in 2006 and *The Dark Knight* in 2008.

"Chris told me about his idea for *Inception* about 10 years ago," Pfister says. "It's a story about a criminal who invades people's dreams and steals their secrets."

They shot *Inception* with a blend of 65 mm and 35 mm film. Aerial scenes were produced in VistaVision format, which has eight rather than four sprocket holes in each 35 mm frame, and the film runs horizontally through the camera.

Dream sequences were captured in slow motion. Pfister and Nolan created that illusion by recording 1,000 frames per second with a PhotoSonic 65 mm camera like the ones NASA used to track launchings of Apollo vehicles on their journeys to outer space.

*Inception* was produced in six countries, ranging from practical locations on city streets in Tokyo, Paris and Los Angeles, to the Kasbah in Morocco, a ski slope in Canada, and a set in England that was rotating 360 degrees while they were shooting.

Pfister has intriguing stories to tell about why they did things the way they did, as well as how they did it. Our question is what will he and Nolan do for an encore?

**FUJINON**  
FUJIFILM

Fujinon's highest quality PL zooms:

# Premier PL Series

**Introducing Fujinon's complete family of Premier PL Series zoom lenses.**

Designed for 35 mm Film and Digital Cinema cameras our four Premier PL Series lenses offer T-stop and optical performance not previously available in a family of PL zooms. With workable sizes, industry-inspired functionality and focal range from 14.5 mm to 400 mm, these zooms raise the bar. For more details, please visit us at [www.fujinon.com/digitalcinema](http://www.fujinon.com/digitalcinema) or give us a call at 800.669.1248 and see how our new Premier Series will make a clear difference for you.





## ASC Completes Renovation Of Historic Clubhouse



The American Society of Cinematographers (ASC) has completed renovation of the organization's historic clubhouse. It was officially re-opened June 3. The renovation added some 1,500 square feet to the building, while faithfully retaining the integrity of the original architecture of one of the oldest buildings in Hollywood.

The ASC traces its roots to a meeting held by 15 cinematographers in Los Angeles on December 21, 1918. The purpose of the meeting was to discuss creating an organization "to advance the art of cinematography through artistry and technological progress, to exchange ideas and to cement a closer relationship among cinematographers."

ASC was chartered by the state of California in January 1919. Phil Rosen, ASC was elected president. That same year, the legendary actress Mary Pickford insisted that the main title credit for the cinematographer who shot her films should be Charles Rosher, ASC. That recognition soon became common practice.

In 1923, ASC bought space on the 12th floor of a new office building in Hollywood as a meeting place for its growing membership. In 1934, ASC broadened its scope by inviting as-

sociate members from different sectors of the industry to join the organization. The ASC clubhouse was purchased in 1936. The building was one of the original homes built in a new development called Hollywoodland in 1903. The building was previously owned by Conway Tearle, a popular silent movie star during the 1920s.

ASC President Michael Goi stresses that besides serving as a home away from home for members of the organization, the renovated clubhouse will be used for educational outreach programs for students and young filmmakers from around the world. He also notes that aside from being a meeting place, the clubhouse serves as a museum for historical relics.

"The renovation of our clubhouse perpetuates the spirit of artistry that resides within its walls," Goi remarks.

George Spiro Dible, ASC will moderate a seminar at Cine Gear with an array of members discussing the state of the art and craft of cinematography. The "Dialogue with ASC Cinematographers" will be held Saturday, June 5, at 1 p.m. in the Sherry Lansing Theater.



### K-Tek Introduces Camera Accessory Mounting System

[www.ktekbooms.com](http://www.ktekbooms.com)

Known for their award-winning Klassic graphite and aluminum boom poles, K-Tek offers an array of microphone accessories, including suspension mounts, shock mounts, camera microphone mounting solutions, Zeppelins, fuzzy windscreens, topper windscreens, and camera poles. Now, K-Tek introduces production models of the K-Tek Norbert™ Camera Accessory Mounting System for video-capable DSLRs and compact HD video cameras. Norbert allows the attachment of lights, recorders, audio gear and other accessories to a DSLR camera without compromising the camera's integral shoe mount. It includes a machined aluminum base frame with numerous 1/4x20 and 3/8x16 holes plus 23 standard-size shoes. A Dual Handle kit provides comfortable holding from an array of positions, and a black Teflon-impregnated anodized aluminum 3-section mini boom pole that expands from a compact 12 inches to a maximum length of 25 inches. Additionally, all K-Tek products are made in the U.S.A.



### Filter Gallery Presents Blue Streak Filters and Gear-Driven Pola Frames

[www.filtergallery.com](http://www.filtergallery.com)

Blue Streak filters and gear-driven Pola frames are two of the most creative and practical lens accessories in today's image-making community. Blue Streaks are designed to create a robust blue anamorphic flare when using specular highlights in the scene. Supplied in three strengths, Blue Streaks are available in the following sizes: 4x5.650, 6.6x6.6, and a 121 mm gear-driven frame. Gear-driven Pola frames are convenient and useful tools that enable camera professionals to quickly adjust the polarizer to their desired position without having to turn a stage in the matte box. Each unit contains a round Schneider True Polarizer in a mechanical housing that is driven by two interfacing gears, permitting the polarizer to rotate by the touch of a finger.



### Sachtler Spotlights New Fluid Heads and Camera Stabilizer

[www.sachtler.com](http://www.sachtler.com)

Sachtler, a Vitec Group brand, will demonstrate two new fluid heads and spotlight the artemis EFP HD stabilizer. New Video 18 S1 and Video 20 S1 models provide a wider payload range and lower minimum payload, making them ideal for supporting a variety of loads – from heavier accessorized, full-size camcorders to lightweight DSLRs like the Canon 5D Mark II or 7D. New Video S1 heads feature 16-step counterbalance adjustments and low minimum payloads of 4.4 lbs. The Video 18 S1 handles payloads up to 33 lbs. (39.6 in Boost mode), and the Video 20 S1 up to 39 lbs. (over 55 lbs. in Boost mode). The artemis EFP HD special edition camera stabilizer is perfectly adapted to HD cameras as well as to digital cinematography. The ideal tool for covering sporting events, it features HiCap technology for RED One and other cameras, and hot-swap battery capability to maintain power on.



## Will Your Films Be There For Tomorrow's Audiences?



Milt Shefter will address the question asked in the headline during a Saturday afternoon seminar in the Sherry Lansing Theater. He is one of the industry's leading authorities on issues related to the preservation of motion picture and television content for future audiences.

Shefter and the Academy's Science and Technology Council Director Andy Maltz co-authored The Digital Dilemma Report published by the Academy of Motion Picture Arts and Sciences in late 2007.

The 75-page report compared practices, costs and the effectiveness of archiving film and digital media based on interviews with archivists, asset protection managers, decision makers at the Hollywood studios, and a range of science, government, and business organizations all dealing with digital data.

The Academy has conducted a follow-up study focusing on independent feature films and documentaries. Shefter says there were hundreds of responses to surveys sent to members of the Academy's documentary branch, the International Documentary Association (IDA), and the nonfiction branch of the Television Academy. There were also surveys done through trade magazines for independent filmmakers and a wide-

-ranging series of surveys, interviews and case studies with archivists. Interviews were also conducted with dozens of the respondents, and approximately 40 independent filmmakers. The follow-up report is scheduled for release this month.

Shefter is the founder and president of Miljoy Ent., Inc., a Los Angeles-based consulting firm. He played a pivotal role in creating an asset protection system for Paramount Studios in 1987, and subsequently guided preservation endeavors at several other studios. Shefter was also part of the team that designed the Library of Congress National Audio Visual Conservation Center in Culpeper, Virginia, which archives copies of copyrighted motion pictures and television programs.

He notes that there are economic as well as cultural incentives for proper archiving of films. A 2007 Global Media Intelligence study reported that approximately one-third of the \$36 billion earned annually by the Hollywood studios came from repurposing films in their libraries for television and home video release.

Shefter will share his insights and answer questions about the state of the art and craft of preserving contemporary narrative and documentary films for future generations.

### PRG Scenic Technologies Presents Expansion of Gekko Technology

[www.prg.com](http://www.prg.com)

PRG Science Technologies is proud to present the latest additions to the expanding line of Gekko's award-winning and ground-breaking lighting products for motion picture and television. The Kezia series LED-based lighting fixtures provide unlimited flexibility for location and studio shooting. Kezia uses Gekko's award-winning Klear Colour technology that has been developed and optimized for the unique demands associated with image capture. Kezia is the world's first single source, single shadow, color-tunable, photo accurate LED spotlight. With color temperature presets at 2900K, 3200K, 5600K, and 6500K, the Kezia fixture is designed to maintain a consistent color temperature throughout the full range of intensity variation, ambient temperature and life of the unit. Karesslite uses high-quality tungsten- or daylight-balanced LEDs creating a broad spectrum soft light. Fully dimmable and flicker free, the Karesslite is a rugged addition to any location package.



### Litepanels Announces the Sola Fresnel and MicroPro™ Hybrid

[www.Litepanels.com](http://www.Litepanels.com)

Litepanels' Emmy-winning LED lighting provides soft, directional illumination and 100 percent to zero dimming with minimal color shift. Litepanels, a Vitec Group brand, introduces Sola Fresnel lighting fixtures that combine single-shadow properties of a Fresnel with the advantages of LEDs. SolaENG draws just 30W yet outputs equivalent to a 250W Tungsten Fresnel; Sola 6 draws 75W with output equivalent to a 650W Tungsten Fresnel; and Sola12 draws 250W and outputs equivalent of a 2000W Tungsten Fresnel. In addition, the Sola Fresnel offers beam control of 70 to 10 degrees. Litepanels is also introducing MicroPro™ Hybrid – the first professional LED light to combine continuous output and "flash" in one fixture. Ideal for motion-enabled DSLR cameras, MicroPro's "continuous mode" provides luminous, wrap-around, soft output that complements the camera's video capability while the flash feature produces 400 percent brighter burst.

### ARC Launches Two-Way Radio Microphones

[www.arcemics.com](http://www.arcemics.com)

Astra Radio Communications (ARC) has developed the T26 and T27 surveillance microphones, built with music player adapters. Through new technology, the single-wire T26 and two-wire T27 surveillance microphones provide the ability to listen to music without affecting radio transmission—simply turning off when communication is placed. This is ideal for people who like to listen to music while operating their radios at the same time. Like the T26 and T27, all ARC microphones are made with durable polycarbonate plastic and Kevlar reinforced cabling, and can be used with most commercial two-way radio brands like Motorola. Astra Radio Communications is a leading manufacturer of microphones for two-way radios used by law enforcement, hotel, casino, security and military personal.



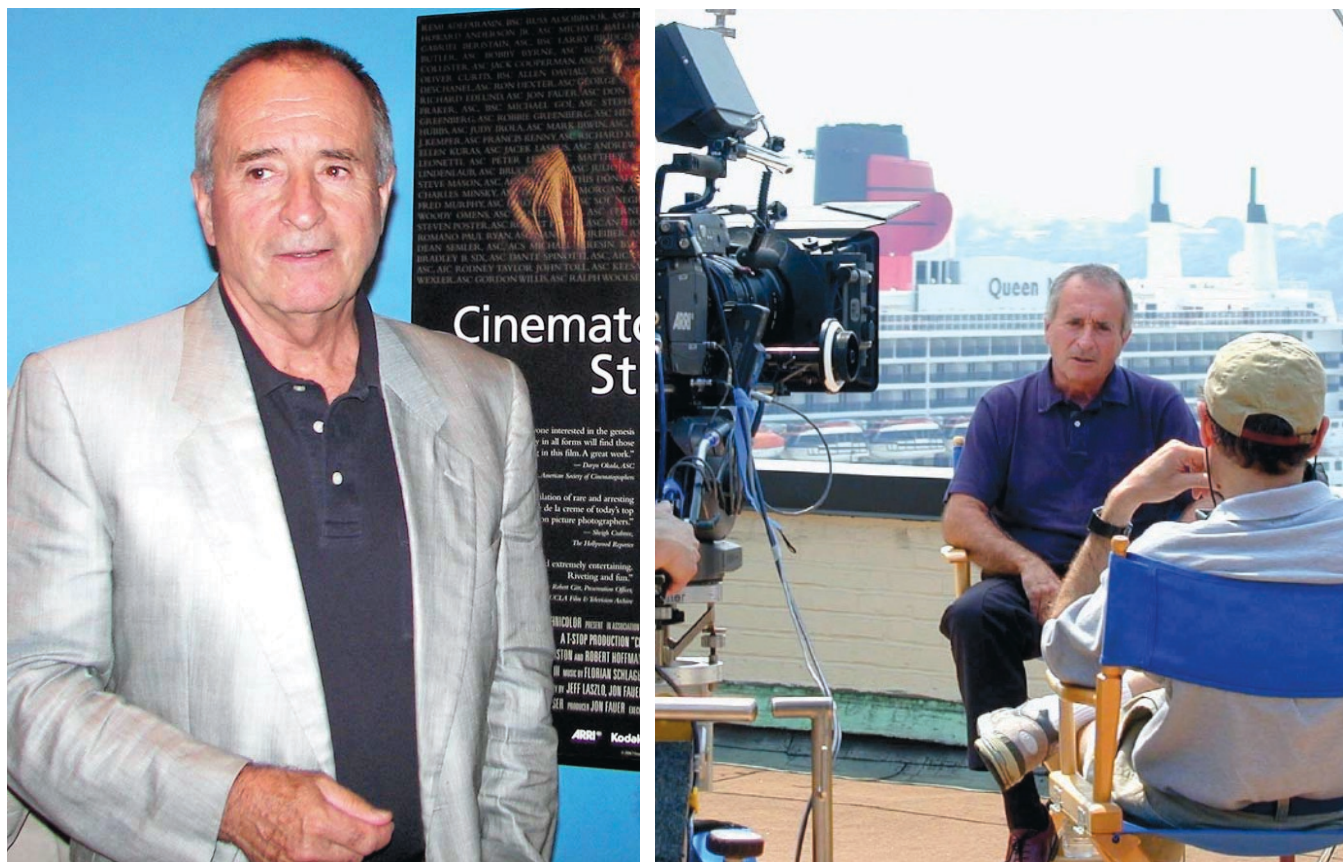
### OConnor Develops Professional Camera Lens Accessory Line

[www.ocon.com](http://www.ocon.com)

Founded by pioneering fluid head and tripod innovator Chad O'Connor, OConnor, now a Vitec Group brand, showcases a new professional camera lens accessory line engineered and designed for creative cinematography. The Cine Follow Focus CFF-1 features a modular design that eliminates juggling separate bridge plates, maximum versatility (the lowest clearance available in a double-sided studio unit; ideal for large diameter lenses), and unprecedented compatibility. The award-winning O-Grip Hand Grips for all common camera systems features ball joints with high-load capacity and a rod bridge that fits all three common rod systems (each fully adjustable module is stackable and can be clamped in full hemisphere). OConnor plans many more accessories to come, which will join their already-robust product offerings, including the 120EXe Encoded Heavy Duty Fluid Head for SFX; Cine HD tripods and 120EX Extended Capacity fluid heads for 3D rigs; and the 2575D new generation Ultimate 2575 Fluid Head.



# Bahnemann Receives Cine Gear Expo Lifetime Achievement Award



Volker Bahnemann will receive the Cine Gear Expo 2010 Lifetime Achievement Award in recognition of the significant contributions he has made to advancing the art and craft of filmmaking. The presentation will be made at 9:00 pm on June 4 at The Paramount Theater.

“Volker Bahnemann has been a loyal and passionate friend of cinematographers and their crews for nearly a half a century,” says Juliane Grosso and Karl Kresser. “He is a true visionary who has made an indelible impression on both the art form and the countless numbers of people whose lives he has touched.”

Bahnemann retired as president and CEO of ARRI, Inc. and ARRI/CSC (Camera Service Center) this past spring after serving in that role for 32 years. He will stay onboard as a consultant through the end of the year. The career path he blazed has a storybook quality.

Bahnemann began a three-and-a-half year apprenticeship with Arnold & Richter, the ARRI Inc. parent company in Munich, Germany, when he was 16 years old. He worked for the company for another year and a half in a training job before joining a friend in Mexico for a relatively brief stint in another industry.

Within a year, Bahnemann moved to New York City as a service technician for a company that distributed ARRI cameras and lenses. He climbed up through the ranks and was the top executive when that company was acquired by Arnold & Richter in 1972.

In a 1992 interview, Bahnemann said, “Companies, like people, develop personalities. Arriflex has had a consistent personality from the beginning. We listen to cinematographers who create art and provide the tools they need to fulfill their dreams. Every decision we make begins with asking why rather than how.”

The Academy of Motion Picture Arts and Sciences presented the John A. Bonner Medal of Commendation to Bahnemann in 1996 for “outstanding service and dedication to upholding the high standards of the Academy.”

His most impressive days were still ahead of him. ARRI became the world’s largest manufacturer of motion picture cameras and lenses, a major supplier of lighting equipment and cutting-edge film scanner technology with Bahnemann at the helm. His legacy will pay dividends to future generations of filmmakers.

[www.sylvania.com/entertainment](http://www.sylvania.com/entertainment)

**KREIOS® LED lighting shows true color.**

OSRAM KREIOS lighting solutions render true color and skin tones on film and video—exactly how the eye sees them. And with precise color temperature matching, OSRAM KREIOS LEDs seamlessly integrate with existing traditional lighting. The fact that you can't tell them apart is what sets them apart. For more information on OSRAM KREIOS LED lighting system solutions, please email [entertainment@osram.com](mailto:entertainment@osram.com) or call 1-888-677-2627.

**OSRAM**

© 2010 OSRAM SYLVANIA. OSRAM and KREIOS are registered trademarks of OSRAM GmbH. Photo Credit: Images Sources / Getty Images

### PRG Scenic Technologies Features PRG Commander™

[www.prg.com](http://www.prg.com)

The PRG Commander™ console from PRG Scenic Technologies is an automation control solution for the entertainment industry. Intuitive features of the Commander quickly and easily handle the ever-expanding scope of scenic and automated elements that require smooth precision control. The PRG Commander was designed with attention to detail and an insightful understanding of the practical demands of automation and scenic movement in actual production environments. All software and hardware designs have been created to further automation controls while making them easier to use as well as safer for the performers and technicians working on the production. The Commander provides a sophisticated and powerful hardware/software platform that is reliable, precise and safe, as well as extremely user friendly.

### 360 Systems Presents the 2020HD Reference Recorder

[www.360Systems.com](http://www.360Systems.com)

The 2020HD Recorder, available now from 360 Systems, provides two channels of uncompressed, cinema-quality video. It can operate at every frame rate and color space, with 12-bit resolution. The 2020HD is ideal for 3-D production, A+B camera shoots, and features low-cost, plug-and-shoot SAS magazines. Also included are 16 audio channels, time code, metadata space, remote serial control, and instant access to any location. Capture scenes the way you saw them, with uncompressed video. It is the only format compatible with just about everything.



## VES Panel to Address Collaboration



Richard Edlund, ASC (photo Owen Roizman, ASC)

Dan Kaufman

John Bruno

Multi-Oscar® winner Richard Edlund, ASC will moderate a panel titled “Visual Effects Supervisors and Directors: How They Collaborate.” He will be joined by visual effects artists John Bruno, a key collaborator with James Cameron on *Avatar*; and Dan Kaufman, who worked with director Neill Blomkamp to create the illusions behind *District 9*.\* The panel is sponsored by the Visual Effects Society (VES).

“A smooth collaboration is essential to success,” says Edlund. “With today’s capabilities, almost anything is possible. Visual effects supervisors have a responsibility to help directors conceive effects that work with the overall vision for the story and communicate those visual goals to teams of hundreds of people. Great effects are not made by machines, but by these talented artists.

“The three effects masters on this panel will dissect their collaboration with the directors of these films, giving us a peek at how these human relationships lead to effective illusions and engaging storytelling.”

Edlund has earned Academy Awards® for visual effects for *Star Wars* (1977), *The Empire Strikes Back* (1980), *Raiders*

*of the Lost Ark* (1981) and *Return of the Jedi* (1983), along with six other nominations. In addition to his three Scientific and Engineering Awards, Edlund received the 2007 John A. Bonner Medal of Commendation in recognition of his significant contributions to the Academy. He also received an Emmy Award for creating visual effects for the television miniseries *Battlestar Galactica* (1978) and another nomination for the HBO miniseries *Angels in America* (2003).

Bruno has contributed his talents to some of the most visually influential films of the past 20 years, including *Titanic*, *True Lies*, *Terminator 2: Judgment Day*, *The Abyss*, *Ghostbusters*, and *Poltergeist*. Kaufman has worked on more than two dozen films including *Poseidon*, *Scary Movie 3*, *X-Men: The Last Stand*, and *Ocean’s Thirteen*.

**The panel is planned for 10:15 a.m. on Saturday, June 5 at the Paramount Theater.**

(\*panelist participation subject to availability)

**CINE GEAR EXPO** Come see Lex at Booth #115

[www.lexproducts.com](http://www.lexproducts.com)

### Canon Unveils XF HD Camcorders

[www.usa.canon.com](http://www.usa.canon.com)

Canon continues to innovate and develop image acquisition products for the most demanding professionals. The Canon XF305 and XF300 Professional Camcorders feature an MPEG-2, 4:2:2, 50Mbps codec (Canon XF Codec) and record native 1920x1080 video to universally available Compact Flash (CF) cards for brilliant image quality and efficient workflow at an affordable price. The Canon XF305 features industry standard HD-SDI, genlock, and SMPTE time code terminals for multi-camera or broadcast news production. The Canon XF300 is a lower cost alternative for the single camera shooter and is ideal for wedding and event videography and documentary filmmaking.





# John Leonetti Focusses on Art of 3-D Filmmaking



John Leonetti, ASC will share insights and answer questions about his experiences shooting *Piranha 3-D*. The film will take audiences on a breathtaking journey with people in a small town who are battling for survival after they are attacked by flesh-eating piranhas which emerge from the bottom of a lake.

*Piranha 3-D* was produced at practical locations on, under, above and around Lake Havasu, Arizona, during the middle of the summer. More than 90 percent of the scenes were daylight exteriors when daytime temperatures soared as high as 110 degrees Fahrenheit. It was Leonetti's first collaboration with Alex Aja, a young director from France.

Leonetti will explain why they decided to produce the film with a single camera in 35 mm anamorphic format. He will also discuss and answer questions about the unique aesthetic and

technical challenges they faced, as well as lessons learned.

"We have to remember that filmmaking is an art form as well as a business, and to never compromise our ability to tell compelling stories," Leonetti says. "Elisabeth Shue plays the sheriff who is leading the struggle for survival. While 3-D adds another dimension to the story-telling, we never lost sight of the fact this is a story about people."

*Piranha 3-D* was produced by The Weinstein Company and Dimension Films. It is scheduled for worldwide release on August. This seminar is an important primer for cinematographers, crew members and other filmmakers who have 3-D films in their future. **It will be held from 7-8 p.m. on Friday, June 4, in the Sherry Lansing Theater.**



**YELLOW JACKET®**  
CABLE PROTECTORS

The #1 Cable Protector in the World

Visit us  
**BOOTH # 39**  
June 4-5

---

Ask for the Original ... Ask for the Best ... Ask for Yellow Jacket!

---



**WASP™ AMS™\***  
ADA COMPATIBLE RAMP

**WHY BUY THE RAMPS?**  
*Elimate the trip hazards they create.*



- **BarrierFree™ Access** - No Side Rails
- **Expandable** - Pick the size you need!
- **Easy Top Loading** - No Lid Disassembly
- **Compatible** - Yellow Jacket® and other dog bone cable protectors

[www.yjams.com](http://www.yjams.com) ● 888-357-7051

## Nila Introduces LED Lighting Products

[www.nila.tv](http://www.nila.tv)

Nila, the award-winning, environmentally sustainable LED lighting company, has announced three super-bright, energy-efficient LED lighting products: the Nila BOXER, SL and NH. The Nila BOXER is an ideal replacement for 2,000-watt tungsten and 1,200-watt HMI lights, drawing only 250 watts. The BOXER does not flicker or break, even in the harshest environments. The Nila SL can replace 5,000-watt sky pans, 2,500-watt HMIs, and 6,000-watt space lights, while drawing only 850-watts. SL operates without the need for special power drops—requiring just a standard household AC power outlet. The Nila NH, the value-priced, lighter version of the award-winning Nila JNH, replaces traditional 350-watt tungsten and 200-watt HMI fixtures, drawing only 65-watts. Nila offers a wide range of high-performance, energy-efficient LED lighting products to global markets including television, motion picture film, video production, online broadcasting, government and nonprofit sectors.





## Rosco, Thales Angenieux, Matthews, Anton Bauer Celebrate Anniversaries at Cine Gear



U.S. Commerce Secretary Gary Locke recently presented several distinguished companies, including Burbank-based independently owned Matthews Studio Equipment with the 2010 Presidential "E" Award and "E" Star Award for outstanding contributions to growing U.S. exports, strengthening the economy and creating American jobs. Pictured (from left): Francisco J Sanchez, Undersecretary of Commerce for International Trade; Bob Kulesh, VP of Sales and Marketing for MSE; Ed Phillips, CEO and owner of MSE; and Gary Locke, Secretary of Commerce.

Four exhibitors will be celebrating milestones this year during Cine Gear Expo. Rosco Laboratories is celebrating a remarkable 100-year anniversary, Thales Angenieux is marking 75 years in business, and Matthews Studio Equipment and Anton Bauer are both enjoying their 40th year in business.

### ROSCO LABORATORIES

Rosco was founded in 1910 as manufacturer of four products—Film Cement, Colorine Bulb-Dip, Lens Cleaner and color filter made out of gelatin (that's how 'gels' got their nickname, the company said). Rosco continues to manufacture most of those products, in some form, to this day.

Four Rosco products have been honored by AMPAS with Sci-Tech Academy Awards: Cinegel Color Correction Filters, Rosco Fog Systems, CalColor Color Filters, and Roscolite Day/Night Backings. The later also earned a Technical Emmy.

Rosco maintains offices on both coasts of the US and Canada, as well as Europe, South America and Australia. Among its newest products are LitePad, Rosco VIEW and Rosco RABBIT.

### THALES ANGENIEUX

2010 marks Angenieux's 75th anniversary. Since established in 1935, Angenieux has achieved a history of milestones including Hollywood's embrace of the industry's first zoom lens in 1964 – the 10X zoom lens developed by Pierre Angenieux – and in 1969 when man's first steps on the moon were captured using Angenieux lenses. By revolutionizing optical calculation methods and maintaining close relationships with cinematographers, Pierre Angenieux developed many innovations in lens technology.

Today Angenieux, a subsidiary of Thales since 1993, continues to build on its ability to design and produce the best optics available. With the Scientific and Engineering Award® presented to Angenieux last year for the Optimo DP Series 28-76mm and 15-40mm lenses, Angenieux follows Pierre Angenieux's footsteps

by staying ahead of the technology curve and listening closely to the needs of our customers.

### ANTON/BAUER

Anton/Bauer, a Vitec Group brand, is a leading provider of batteries, chargers, lighting and other mobile power systems for the professional broadcast, video and film industries. The company was founded in 1970 when Anton Wilson, a former ABC cameraman and George Bauer, an electrical engineer formed a partnership to furnish the broadcast industry with reliable battery power. "It is truly thrilling to see what Anton Wilson and George Bauer were able to accomplish for the professional broadcast, video and film industries, and we are proud to continue their tradition of excellence," said Michael Accardi, president, Anton/Bauer.

Anton/Bauer is headquartered in Shelton, CT, with major regional offices in Europe and Asia.

### MATTHEW STUDIO EQUIPMENT

Today Matthews Studio Equipment employs a staff of more than 70, which services the entertainment industry throughout the United States and supplies high-quality grip and lighting support to 70 countries around the world.

A few weeks ago, U.S. Commerce Secretary Gary Locke presented Ed Phillips and VP of Marketing and Sales Robert Kulesh with the President's "E" Award for outstanding contributions for strengthening the economy, creating jobs here in the United States. These are the first "E" and "E" Star Awards given out since President Obama announced the National Export Initiative, which aims to double American exports and support two million U.S. jobs by 2015. Matthews Studio Equipment is being honored for its achievement in enhancing export growth which helps strengthen our economy and create American jobs.

### Anton/Bauer Features DIONIC HCX and TANDEM 150

[www.antonbauer.com](http://www.antonbauer.com)

Anton/Bauer®, a brand of The Vitec Group, and the world's premier provider of batteries, chargers, lighting and other mobile power systems, will showcase its DIONIC® HCX and TANDEM® 150 Modular Power System. The DIONIC HCX has a 120 watt-hour capacity, a built-in motion detection sensor, and a "deep sleep" capability that increases battery life by mitigating lithium-ion battery self-discharge when the battery is not in use. Lightweight and powerful, the DIONIC HCX can withstand high, instantaneous current draws and weighs approximately 2 pounds. The fully automatic TANDEM 150 Modular Power System functions by separating the Gold Mount® device from the power supply, allowing a user to simultaneously charge a battery and power a camera. Ideal for remote location shoots, the TANDEM 150 system features a solar panel to charge any battery in the Anton/Bauer product line via the sun's available light. The TANDEM 150 also can rely on a car's dependable vehicle power outlet.





# ACE Editors Offer Insights At Cine Gear



photo © Dreamworks Animation, LLC

For the second consecutive Cine Gear Expo, American Cinema Editors will present a panel of leading film editors and conversations about some of the year's most exciting work.

Scheduled speakers include Lee Smith, ACE, who will offer a look at his work on director Chris Nolan's upcoming sci-fi thriller *Inception*, and Maryann Brandon, ACE and Darren Holmes, ACE, who will present their work on DreamWorks Animation's stereoscopic 3D animated adventure *How to Train Your Dragon*, which is one of the year's biggest hits with over \$200 million at the domestic box office.

A frequent collaborator with Nolan, Smith has also edited such Nolan-directed films as the megahit *The Dark Knight*, as well as *The Prestige* and *Batman Begins*. Smith was nominated for Oscars for *The Dark Knight* and *Master and Commander: The Far Side of the World*. Both of these films also earned him

ACE Eddie nominations.

Brandon is a longtime collaborator with J.J. Abrams. She cut Abrams' wildly successful reboot *Star Trek*, which she edited with Mary Jo Markey, earning the pair an ACE Eddie nomination for their work. Her credits with Abrams also including *Mission Impossible III* and hit TV series *Alias*, for which Brandon earned an Emmy nomination.

Darren Holmes previously edited Brad Bird-helmed animated features including *The Iron Giant* and Pixar's Academy Award winning *Ratatouille*, for which Holmes was nominated for an ACE Eddie Award.

Additional ACE editors were being confirmed for this panel at press time. Presentations will include movie clips.

EXCEPTIONAL  
UV PROTECTION

ALL WEATHER  
RATED

COMPREHENSIVE  
ACCESSORY SYSTEM

COME SEE THE LIGHT.  
BOOTH S248.

**kobold** | ALL WEATHER.  
ALL THE TIME.

[www.bronimaging.com](http://www.bronimaging.com) 1-800-456-0203

### Mole-Richardson and OSRAM Introduce Film-Friendly LED Solution

[www.mole.com](http://www.mole.com) / [www.osram.com](http://www.osram.com)

Mole-Richardson and OSRAM has developed MoleLED™, the first true film-friendly LED solution. MoleLED unites a sophisticatedly designed fixture by Mole-Richardson with advanced remote phosphor LED technology from OSRAM. With over 180 years of combined experience and expertise, these two companies are proud to introduce the next evolution in set lighting. Touting 3200K and 5600K true film-friendly color, MoleLED fixtures can easily replace standard light source fixtures. In fact, the 50W MoleLED fixture is an alternative for fluorescent solutions up to 200W. As a result of the LED technology, the fixture has an over 25,000 hour rated life and will operate on everything from a 12-volt car battery, 14.4V Anton Bauer, or IDX V-mount battery, to a 24V camera battery. The MoleLED was designed with both local and remote DMX dimming and can dim down to 10 percent without any shift in color temperature.

### Rosco Offers New Approach to Background Images

[www.roscoigital.com](http://www.roscoigital.com)

The RABBIT (Rosco Animated Bluescreen & Backdrop Image Technology) offers an innovative approach to background images. Rosco's award-winning backings are now available with matched motion plate shots captured at 4K resolutions. Filmmakers no longer have to choose between "expensive" bluescreen sets and "dead" backings. Vinyl backings can be used for most filming requirements and a bluescreen can be wheeled in for those occasional shots that require movement in the background. When Rosco shoots the imagery for the backing, we also shoot the RABBIT footage at no extra cost—you only pay for RABBIT if you use it. Rosco also offers an ever-expanding RABBIT library, currently comprised of over 600 motion plates from 10 countries, each with matched backing plates.



### Shock-Block Presents Next Generation GFCI Products

[www.littelfuse.com](http://www.littelfuse.com)

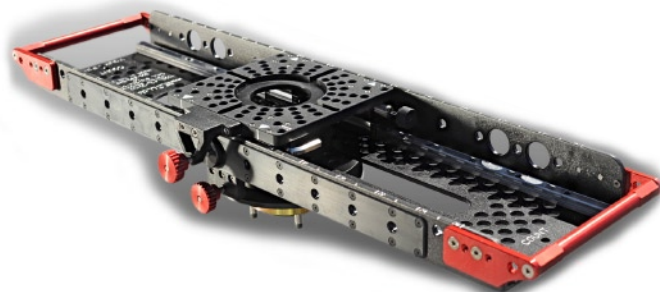
Shock-Block protection technologies by Littelfuse has released the next generation of Shock-Block GFCI products. Shock-Block provides the highest level of protection from electrical shock for cast and crew in potentially dangerous or wet environments. The new Shock-Block product line offers proven, safe, reliable and durable technology with enhanced features that meet the new UL943 Class A standards. Single and three phase units are available in various amp and voltage ratings, and their features include NEMA-style enclosures with Bates and CAM-LOC connectors.



### The Slider Introduces the Mini Slider Camera-Movement System

[www.theslider.com](http://www.theslider.com)

The new Mini Slider™/Mini Video Slider™ Camera-Movement System is strong and easy to use. It is the smallest and lightest model available from The Slider Co., and the shooting applications are endless. The Mini Slider can be a lifesaver in the fast-paced world of television. Being able to get a perfect over-the-shoulder composition shot by sliding just a few extra inches can make the difference between a print or another take. The new design of the Mini Slider will make your next project creative, dynamic and budget friendly. Quickly becoming a must-have-item on every camera order, the Mini Slider is a valuable, first-class tool that will benefit operators' abilities to quickly deliver quality material.



### Location Sound Offers Sennheiser, Tascam and Lectrosonics

[www.locationsound.com](http://www.locationsound.com)

The Sennheiser 2000 Series available from Location Sound Corporation is a lightweight, wireless microphone system that features four available RF transmitting output powers. The camera receiver is equipped with adaptive diversity, ensuring reliable reception. The transmitter settings can be synchronized quickly from the receiver using infrared. The Tascam HS-P82 Portable Field Recorder offers eight tracks of quality recording. Built for location television and film production audio, the microphone inputs include phantom power and analog limiting, with trims controlled from recessed front-panel controls. The Lectrosonics D4 Multi-Channel Digital Wireless System is designed as a special purpose system for location production in film and television. The D4T transmitter connects to the outputs of your mixer to transmit up to four audio channels to receivers mounted on video cameras.

### IGI Announces New PowerWindow

[www.werigi.com](http://www.werigi.com)

The IGI PowerWindow is a portable, 4K resolution, large-screen, rear projection display ideal for reviewing 4K dailies on set, or for a variety of other digital cinema production and postproduction uses. It incorporates a Sony SRX-T110 4K projector with a brightness rating of 11,000 lumens. This portable display can be set up in under two hours and easily transported to different locations during production. IGI will also be demonstrating Sony's SRX-T420 4K projector on a 16-foot wide screen. Rated at 21,000 lumens, the projector, which features similar optics to Sony's SRX-R320 digital cinema projector, is ideal for 4K screening rooms to ensure consistent picture quality from postproduction through cinema exhibition. Founded in 1998, IGI has designed and installed numerous, ultra-high resolution projection systems throughout the U.S. for the automotive design, medical, financial, military, energy and entertainment markets.



So-Cal value added  
809 Calle Plano  
Camarillo CA 93012

Premier Manufacturer of  
Custom Cable Assemblies  
& Electromechanical Box Builds

Tel 805.389.5335 [www.so-calvalueadded.com](http://www.so-calvalueadded.com)

So-Cal value added has been the **Original** Manufacturer of molded assemblies for over 10 years. Our molded assemblies are currently in use by major studios, rental and touring companies who rely on the long life and reliable performance in a variety of applications. Cable assemblies can have inherent problems that are eliminated by the over mold process.

#### Over molding Advantages

Over molding circular connectors offers improved strain and flex relief. It can improve performance and reduce total costs.

Mold Assemblies also;

- \* Zero torsion on connection points
- \* Custom colors - identification
- \* Resistance to moisture
- \* Eliminate shorts / contact push back
- \* Custom logos - reduce theft
- \* Eliminate / reduce reworks
- \* Reduction in inventory costs

**These benefits mean you save \$ \$ \$ \$**

#### DMX Molded



#### 7 Pin Molded



#### 19 Pin Soca Molded



#### I.D. Marker / Rope Holders



#### Molded HMI's



### 8 Ball Camera Support Announces New Rickshaw

[www.8ballcamerasupport.com](http://www.8ballcamerasupport.com)

8 Ball Camera is proud to announce the Rickshaw, which puts a new spin on old technology. Some of the Rickshaw features include: a CNC 6061 billet aluminum frame; 26 inch downhill mountain bike wheels with disc brakes; wheels that are mounted at five degrees for better stability in corners; adjustable rear handle, seat and foot rest; mounts for Steadicam and Bungee Cam Rigs; handheld camera capabilities; lower cheese plate for unlimited mounts; balloon tires for the sand; and stability at any speed.





### Band Pro Launches Leica Summilux-C™ Lenses

[www.bandpro.com](http://www.bandpro.com)

Band Pro is proud to introduce a groundbreaking line of PL mount prime lenses from one of the most respected names in imaging. The Leica Summilux-C™ lenses deliver ultra-high optical performance through unique multi-aspheric design and precision cine lens mechanics. The result is unmatched evenness of illumination across the entire 35 mm frame with no discernable breathing and superior suppression of color fringing into the farthest corners of the frame. All lenses are T1.4 and feature uniform length, 95 mm threaded lens front, advanced distance focus scales, and identical location of focus and iris rings for quick interchange of lenses. The mount and lens barrel are manufactured of rugged, high-strength titanium, keeping the lenses lightweight at 3.5-4 lbs (1.6-1.8kg) each. Initial focal lengths are 18 mm, 21 mm, 25 mm, 35 mm, 40 mm, 50 mm, 75 mm, and 100 mm.



## A Good Thing Just Got Better

*New and improved 7" XP Portable Field Monitors*

- ↘ Brighter high resolution 800 x 480 LCD panel
- ↘ Manual Gamma Adjustment
- ↘ Adjustable Backlight
- ↘ Image Flip
- ↘ 1/4"-20 mounts on all sides
- ↘ More robust Power switch
- ↘ Improved, more rugged front panel
- ↘ Variety of Markers, including user-adjustable
- ↘ False Color On/Off
- ↘ Peaking Filter On/Off
- ↘ 4 user-configurable function buttons
- ↘ Scratch Resistant Protective Screen
- ↘ 9 User-Replaceable Battery Adapters

• Quality • Innovation • Experience • Customer Service • Designed, Engineered, and Assembled in the USA

Assists in setting camera exposure

Assists in obtaining a sharp & focused picture

**Marshall Electronics** Tel.: 310-333-0606 / Toll Free: 800-800-6608 **LCDracks.com**

### Lighttools® Unveils the New Soft Egg Crate®

[www.lighttools.com](http://www.lighttools.com)

First Lighttools® invented Soft Egg Crates®. Now Lighttools has created a product that takes soft light control to a new level. The latest adaptation of the Soft Egg Crate® will be unveiled at this year's Cine Gear Expo. Industry insiders are raving about this new light control product. The new product and the full range of Lighttools Soft Egg Crates to fit B&O Frames will be available through Barger-Lite.

### ACME Offers New LED Lights

[www.acmelightingandgrip.com](http://www.acmelightingandgrip.com)

ACME Lighting and Grip is now offering an innovative new line of professional LED lights. The KOMET 12 is a high-powered, versatile LED fixture that is rated at over 11,000 lumens, using standardized Par lenses and light banks for complete beam control. It is also completely submersible. The BRUST is the only LED China Ball and the PIPE is a completely self-contained LED light with built-in stand and lithium battery supply.

### AJA Announces Ki Pro 2.0 Firmware

[www.aja.com](http://www.aja.com)

AJA Video Systems, a leading manufacturer of professional video interface and conversion solutions, announces a new firmware version of their award-winning Ki Pro portable digital video recording device. The Ki Pro version 2.0 includes: support for 8-channel embedded audio, support for gang recording with multiple Ki Pro units via the web interface, and RS-422 device control. The AJA Ki Pro is a portable video recording device that records high-quality Apple ProRes 422 QuickTime files onto computer-friendly media. Users can interface with virtually any type of camera or video source, and control Ki Pro with a laptop or iPhone web browser via Ethernet or wireless connection. Furthermore, AJA Ki Pro now connects to Mac-based Media Composer and Symphony systems to instantly view, edit and play back files with access to all clip metadata.



### Cinedeck™ Introduces Portable, Multi-functional Deck

[www.cinedeck.com](http://www.cinedeck.com)

Cinedeck™ is a camera-mountable, HDMI/HDSI recording, monitoring, playback, and processing device. At less than 4 pounds and the same size as a standard 7 inch on-camera focus monitor, Cinedeck is optimized for high-definition video acquisition and playback for the production community.

8 DW 400

**matthews**  
STUDIO EQUIPMENT.

Technology That Complements Your Imagination.

Visit Matthews at CineGear 2010 Booth 145.

MICROGRIP

[WWW.MSEGRIP.COM](http://WWW.MSEGRIP.COM)  
OVER 1400 GRIP & LIGHTING CONTROL PRODUCTS

© Copyright 2010, Matthews Studio Equipment, Inc. All rights reserved.

### Packair Airfreight Will Get You There

[www.Packair.com](http://www.Packair.com)

Whether you're shooting in Catemaco, Veracruz, Ilulissat, Greenland or the shores of Bora Bora, Packair Airfreight, Inc. can get it all there—picture vehicles, wardrobe, lighting, grip, stunt equipment, camera equipment and even the catering trucks! The experts at Packair have the experience and knowledge to assist you to, in, and from location.

### Studio Carts Introduces Six New Products

[www.studiocarts.com](http://www.studiocarts.com)

Studio Carts is introducing six new products to their Studio Carts line. The new items include: the Grip Senior Cart, High Roller/Combo Cart, Six Crate Cart, Nine Crate Cart, Lamp Dolly Cart and Base Cart. As always, Studio Carts has applied the highest quality materials and accessories on all their carts to ensure a long life expectancy. Studio Carts are ergonomically designed with the end user in mind, and equipped with two threaded inserts for adaptation and increased versatility. Studio Carts has completely re-engineered an assortment of grip and lighting carts dating back to the 1980s with the primary objective of creating a straightforward layout, as well as a durable and logical way to organize equipment, thus ensuring that a demanding job gets done quickly and safely.



## SWIT Electronics Introduces RED Compatible Battery

[www.swit.us](http://www.swit.us)

SWIT Electronics is introducing a new RED compatible battery. The D-8161S is a lightweight 190Wh Li-Ion V-mount digital camera battery with a built-in, 4-level LED indicator for tracking the remaining power. The D-8161S is compatible with the RED camera and runs approximately three hours. The remaining battery capacity data in percentage can be determined by the viewfinder or LCD display on the RED camera. Also by connecting with SWIT D-4200 battery watch, the D-8161S can read battery information including exact remaining capacity, running-time, real-time power, voltage and circuit.



## 21st Century 3D Presents the BX3 Rig

[www.21stcentury3d.com](http://www.21stcentury3d.com)

With over 17 years of experience, 21st Century 3D is a bi-coastal production house that provides cutting-edge stereoscopic 3D services for live action and animation. The company now offers the BX3 rig – a lightweight design with optimal shooting solutions. Unique features available with the BX3 rig include: roll, pitch, yaw, and vertical positions that can be adjusted. Yaw control allows for crossed lens axis zero parallax adjustment. A tool-free, quick-change, flip-able mirror box enables reflective cameras to be top mounted or underslung. Optical polarization filtration balances incoming light for reflected and transmitted images. And the easy access, tool-free mirror box grants quick and easy cleaning of all glass components in the field. The BX3 is great for shooting feature films, concerts, sporting events, commercials, special venue entertainment, and promotional videos, and can accommodate a wide range of today's most advanced HD and digital cameras.

## Kodak Introduces Two New VISION3 Films

[www.kodak.com/go/motion](http://www.kodak.com/go/motion)

Kodak is adding two new films to its VISION3 family of motion picture products: a medium-speed, tungsten-balanced color negative camera film, and a color intermediate film optimized to work with digital postproduction technologies. KODAK VISION3 Color Negative Film 5213/7213 is a 200-speed emulsion balanced for exposure in 3,200K tungsten light. It incorporates advanced celluloid technologies that enable cinematographers to record more details in highlights and finer grain, natural-looking images in the darkest areas. It is available in all formats (65 mm, 35 mm, 16 mm and Super 8). KODAK VISION3 Color Digital Intermediate Film 5254/2254 is designed for use with contemporary film recorders. The imaging characteristics of this new intermediate film enhance the speed and efficiency of DI postproduction while rendering noticeably sharper images. The KODAK VISION3 family of films provides incomparable flexibility throughout the workflow, and captures the greatest amount of image information, resulting in time and cost efficiencies on set and in post.



## Film Series Screening Schedule

The Studios at Paramount, Hollywood, California  
Locations: Sherry Lansing Theater and Screening Room 5



### Thursday June 3, 2010

Student Shorts – \$10  
Sherry Lansing Theater  
2:00 pm - 3:27 pm

#### **Homeland**

Director – Juande Marfil / Producer – Hanka Trestivova / Camera – Javier Marfil / School - FAMU (Film and TV School of Academy of Performing Arts in Prague), Czech Republic

#### **The Haymaker**

Director – Daniel D'Alimonte / Producer – Eric Rowe / Cinematographer – Nick Dakoulas / School – Chapman University, School of Film & Television, Bill Dill, ASC, USA

#### **Midlife**

Director – Michael Swingler / Producer – Judith Levine / Cinematographer – Jay Visit / School – University of Southern California, Michael Uno, Michael Watkins, USA

#### **La Nina del Desierto**

Director – Malachi Rempen / Producer – Matthew Sullivan / Cinematographer – Boa Simon / School – Chapman University, School of Film & Television, USA

#### **Echoes**

Director – Rob Brown / Producer – Suzie Irlam / Cinematographer – Justin Brown / School - Bournemouth Film School at the Arts Institute at Bournemouth, England

#### Feature Films

Sherry Lansing Theater  
3:45 pm - 5:15 pm

#### **The Red Machine - 1st Feature Finalist**

Directors - Stephanie Argy & Alec Boehm / Producers - Stephanie Argy & Alec Boehm & Kent Cortland / Cinematographer – Alec Boehm / USA \$10

5:30 pm - 6:00 pm

#### **Eve - 2nd Feature Finalist**

Director – Sarah Lasley / Producer – Sarah Lasley / Cinematographer – Sarah Lasley / USA \$10

6:15 pm - 7:50 pm

#### **Wild About Harry - 3rd Feature Finalist**

Director – Gwen Wynne / Producer – James Egan / Cinematographer – Christopher Chomyn / USA \$10

Independent Shorts – \$10  
Screening Room 5  
2:30 pm - 4:10 pm

#### **My Father's Son**

Director – Jordan Fuller / Producer – Victoria Westover / Cinematographer – Jamie Urman / USA

#### **Redux**

Director – Sean Moro / Producer – Christopher Moro / Cinematographer – Michael P. Tedford / USA

#### **Standing 8**

Director – Taylor Phillips / Producer – Anisa Qureshi / Cinematographer – Jas Shelton / USA

#### **En Tus Manos**

Director – Ron Jacobs / Producer – Brent Green / Cinematographer – Thomas Marvel / Colombia

#### **The Terms**

Director – Jason LaMotte / Producer – Allon Wechsler / Cinematographer – Lee Pulbrook / UK

#### Documentary Films

4:25 pm - 5:40 pm \$15

#### **Zaritsas: Russian Women in New York**

Director – Elena Beloff / Exec. Producer – Vincent D'Onofrio / Cinematographer – Eun-ah Lee / USA

#### **The Skisherman**

Director – Chandler Kauffman / Producer – Chandler Kauffman / Cinematographer – Chandler Kauffman / USA

6:00 pm - 7:30 pm \$10

#### **Lost Road of The Popes - Via Papale**

Director – Thomas Sammon / Producer – Thomas Sammon / Cinematographer – Manuel De Tefte / USA/Italy

### Friday June 4, 2010

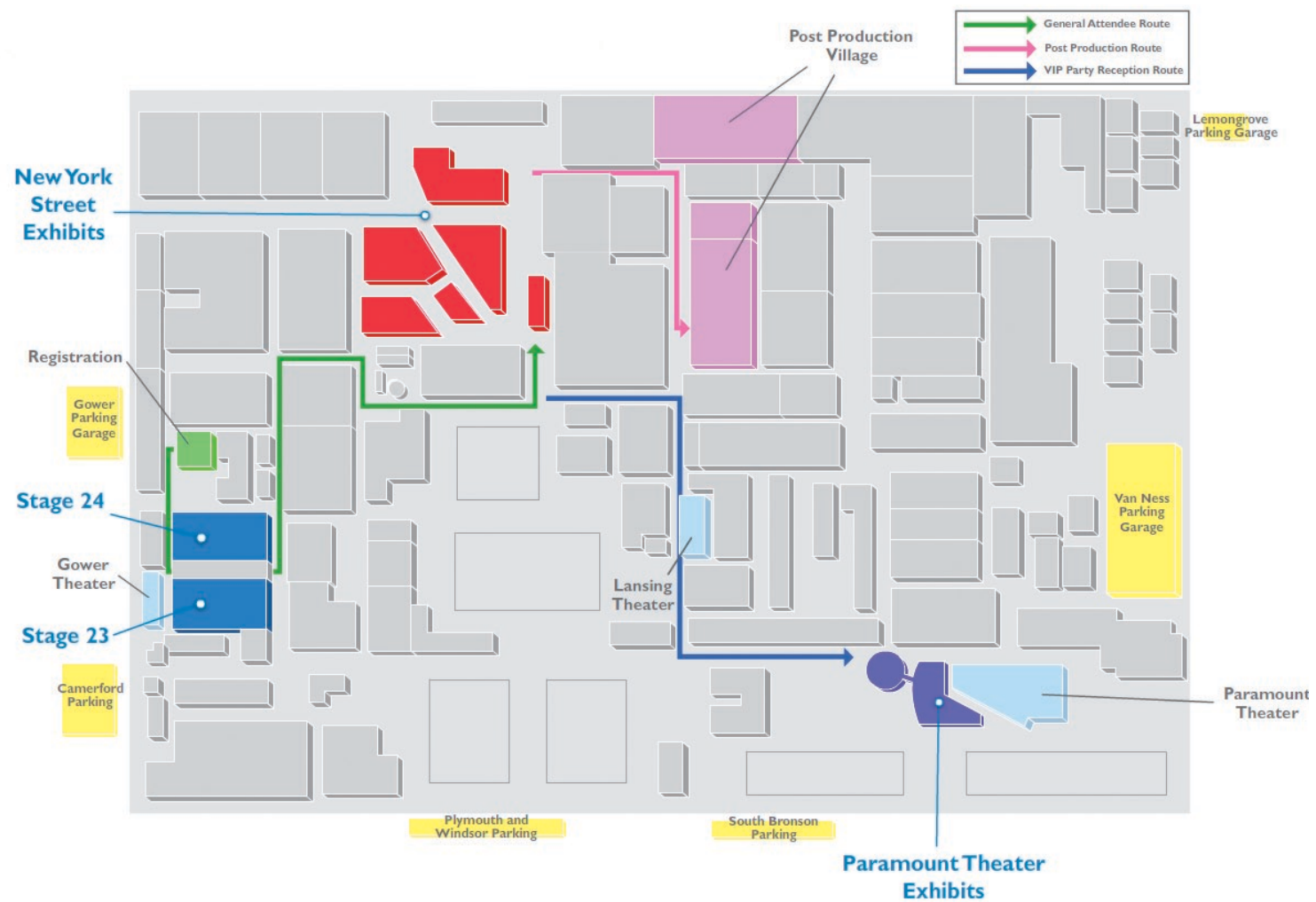
8:00 pm

**VIP Reception** - Indy, Student Shorts, Documentary & Feature Film Competition winners will be announced \$75

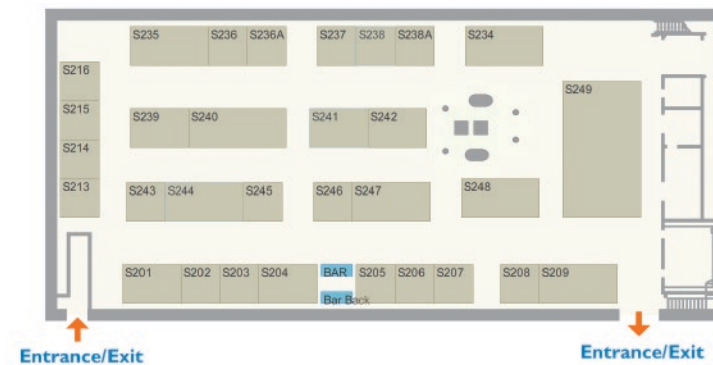




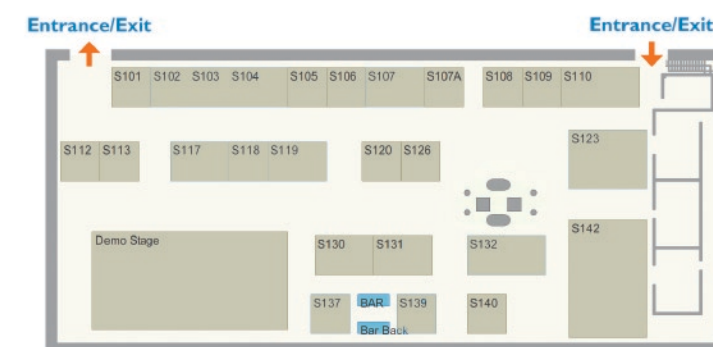
# CINE GEAR EXPO 2010 MAP AND EXHIBITOR LIST



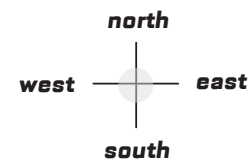
## Stage 24



## Stage 23



## New York Street





## The Studios at Paramount Offers VIP Post Production Village Tours



Paramount Pictures, the site of the debut CineGear Expo in 1996, is once again the setting to the annual exhibition.

During Expo hours this year, Paramount Pictures' Studio Group Division, known as "The Studios at Paramount," is offering VIP Tours of its latest addition: a still under-construction state-of-the-art LEED Certified postproduction building.

In partnership with Technicolor, the new space boasts three floors totaling 85,000 sq. ft. "Paramount is proud to be aligned with Cine Gear as the host studio," said Kurt Schwenk, Paramount's VP of Post Production Services, "as well as showcase the services that we offer to everyone in industry."

Two of the floors will house the new Technicolor full-service sound facility, which is currently slated to open in January 2011. The third floor, operated by Paramount and opening in July 2010, will include 32 cutting rooms, several conference rooms, recreation spaces, and green office space. These facilities are available to Paramount's on-lot clients and the entire post production industry for rental. In addition to rooms, technology and services will be available. This includes Avid and Final Cut Pro systems, centralized secure storage, sound playback packages, as well as office and cutting room furnishings.

Joining Paramount will be some of their technology col-

laborators. Demonstrations will include 3Ality Digital and its stereo camera rigs, Arri with new Alexa digital camera, S.two with their solid state storage solution, and various Red camera workflows. The visual effects studio Gradient Effects will present its Gradient Location-Optimized Workflow (GLOW), and the post production house LightIron will show the Red camera with a DIT cart. "We want to demonstrate Paramount's ability to deal with multiple workflows in the every evolving digital filmmaking environment," explained Garrett Smith, Paramount's VP of Production Technology. Schwenk added, "Understanding and managing digital workflows in a nonlinear fashion across all departments is becoming increasing complex." "It should be an especially exciting Cine Gear with the industry expansion into stereo capture," Smith related. "With the imminent creation of stereo distribution channels for terrestrial and satellite, the appetite for stereo production is increasing at a rapid rate."

Paramount looks forward to welcoming all attendees to the Cine Gear show and plans to show the industry that the oldest continuously running major motion picture studio is on the cutting edge of technology.

## 3D Symposium Friday, June 4

### EXPLORING THE CHANGING BUSINESS AND INNOVATIVE TECHNOLOGY IN 3-D

**Friday June 4, 2010, 9:00am – 4:00pm before Cine Gear Expo 2010 opens.**

This Symposium includes a Keynote, Production, Post Production and Exhibition Panel.

The moderators and panel members are respected leaders in their areas of expertise. We are certain to have lively and interesting discussions about the latest cutting edge technological advances, their uses and applications, the effects they have on budgets and time schedules, and choices that creatives, executives and crafts people have to make. There are many options for rigs, formats, side by side or convergence styles, and to shoot or to convert after the fact from 2-D to 3-D.

You can be assured that you will be exposed a wide range of information and that the Symposium will end far too soon.

**9:00am - 10:00 am  
Keynote**

**10:15 am – 11:45am  
3D Production Panel**

Moderator: Garrett Smith, VP Production Technology, Paramount Studios

Panelists:  
Paul Taylor, 3D Consultant  
Howard Postley, CTO, 3 ality Digital Systems  
Pierre De Lespinos, Director, Evergreen Production  
Jason Goodman, CEO of 21st Century 3D  
Max Penner, CTO & Founder, Paradise FX  
Geoff Boyle, FBKS, Director of Photography

**11:45am - 12:45pm  
Lunch Break**

**12:45 pm – 2:15pm  
3D Post Production Panel**

Moderator: Kurt Schwenk, VP Post Production Services, Paramount Studios

Panelists:  
Geoff Burdick, Lightstorm  
John Nicolard, Head of Digital Production, FotoKem Digital Film Services  
Mark Smirnoff, President Studio Services, Modern Video Film Inc.  
Nick Mitchell, Director Digital Cinema Mastering, Technicolor  
Barry B. Sandrew, Ph.D., Legend 3D – *Alice in Wonderland*

**2:30 pm – 4:00pm  
3D Exhibition Panel**

Moderator: Jim Smith, Senior VP Finance, Paramount Studios

Panelists:  
Lenny Lipton, President, OCULUS 3D  
Jim Mann, Account Executive, Tech Digital Cinema, Technicolor  
Russell J. Wintner, Paradise FX  
Maria Costeira  
Xpand Cinema

ALL PANELISTS SUBJECT TO AVAILABILITY



# Content Conference Friday, June 4

## ON SET WORKFLOW RED ONE & MYSTERIUM X RED



LOCATION:  
**GOWER THEATER**  
**FRIDAY, 9:00AM – 10:30AM**

- RED Camera On Set & Accessories
- Camera Menu Overview
- Sensor, Media & Recording Options
- Camera Features
- Some Camera Gotchas
- On Set Data Handling Practices
- RED Cine X
- Dailies options
- Editing options: Proxies vs. R3D vs. Pro-Res
- TV Workflow vs. Feature Film

## ARRIFLEX ALEXA

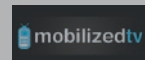


LOCATION:  
**GOWER THEATER**  
**FRIDAY, 10:45AM – 12:00PM**

- Alexa Camera On Set & Accessories
- Camera Menu Overview
- Camera Sensor, Media & Recording Options
- Camera Features
- On Set Data Handling Practices
- Dailies Options & Looks
- Editing Options: Pro-Res compatability and FCP/AVID Conforming
- ArriRAW Recording vs. Pro-Res
- TV Workflow vs. Feature Film

## MOBILIZED TV: CREATING COMPELLING CONTENT WITH AND FOR THE MOBILE PHONE

Panelists:  
**L.M. Kit Carson**  
**Cynthia Hargrave**  
**Karoly Bardosh, NYU**  
**Bart Weiss, University of Texas**  
**Frank Chindamo, chief creative officer of Fun Little Movies**



LOCATION:  
**GOWER THEATER**  
**FRIDAY, 1:00PM – 2:15PM**

The panelists will talk about the challenges of creating compelling content for the mobile platform, as well as explore the unique storytelling abilities inherent in the smartphone and its features. Panelists will show examples of recent content created for the mobile phone and discuss the aesthetics and logistics of creating content with and for the smartphone and other mobile platforms.

## CON(TENT)VERSATION!: WHY CONTENT IS ALWAYS CONVERSATION, BUT CONVERSATION DOESN'T HAVE TO BE CONTENT

Produced by Roman Wyden

LOCATION:  
**GOWER THEATER**  
**FRIDAY, 2:30PM – 4:00PM**

Commercials & virals are becoming more and more narrative and movies contain more and more product placement than ever before. Where do we draw the line? What if there was no line? Never was. What if you could do whatever you wanted and companies were seeking you out to offer you sums of money you never thought you could get for your 'art'?

ALL PANELISTS SUBJECT TO AVAILABILITY

# Premiere Seminars Friday, June 4

## “STATE OF THE INDUSTRY”

Panelists include:  
**Ron Smith** – Executive Producer of Feature Films & Television  
**Amy Lemisch** – Director, California Film Commission  
**Bill Draper** – Sr.VP Physical Production Warner Bros.

LOCATION:  
**GOWER THEATER**  
**FRIDAY, 4:15 PM – 5:15 PM**

A discussion of incentives and rebates offered in the United States and different countries around the world. Its economic impacts, unemployment in Hollywood and how it affects the lifestyle of those leaving Hollywood and moving to different states for work.

**SPEAKER: JOHN SELVERIAN OF OSRAM SYLVANIA, SCIENTIST, RESEARCH & DEVELOPMENT, SOLID STATE LIGHTING**



LOCATION:  
**GOWER THEATER**  
**FRIDAY, 5:30 PM – 7:00 PM**

OSRAM will introduce KREIOS® LED light sources for film, video, and digital media which were designed using the OSRAM LED ColorCalculator. There will be a technical discussion on LED lighting with some reference to traditional light sources. Various aspects of color quality, color fidelity and color stability will be described in detail. The ColorCalculator software will be used for this demonstration.

## “AJA: FROM CAMERA TO COMPLETION ”



LOCATION:  
**GOWER THEATER**  
**FRIDAY, 7:15 PM – 8:45 PM**

Join AJA Product Manager Jon Thorn as he introduces you to some of the key AJA tools that take your work from Camera to Completion in the most efficient manner possible. Learn about new and augmented workflows that AJA is currently making possible.

## THE SOCIETY OF CAMERA OPERATORS STEADICAM PANEL WITH THE STEADICAM GUILD

Moderators: **Dan Kneece, SOC**, and **David Allen Grove, SOC**

LOCATION: **STAGE 23**  
**FRIDAY, 4:15 PM – 5:15 PM**



## INTERNATIONAL CINEMATOGRAPHERS GUILD



Moderator:  
**Mark H. Weingartner**, IATSE Local 600, Chairman, National Training Committee

LOCATION: **STAGE 23**  
**FRIDAY, 5:30 PM – 7:00 PM**

## NEW ROSCO RABBIT - AN INTEGRATED SYSTEM OF SCENIC BACKDROPS AND DIGITAL MOTION PLATES.

Presented by **Phil Greenstreet** of Rosco Laboratories

LOCATION: **STAGE 23**  
**FRIDAY, 7:15PM – 8:00 PM**



ALL PANELISTS SUBJECT TO AVAILABILITY



# Premiere Seminars Friday, June 4

 <p>Speakers Include:  <b>Glenn Kennel</b>, ARRI Inc. President  <b>Bill Russell</b>, VP of Camera Products  <b>Stephan Ukas Bradley</b>, Product Manager, Digital Production  <b>Michael Bravin</b>, VP Market Development, Digital Camera Products  <b>John Gresch</b>, Lighting VP</p>	<p>LOCATION:  <b>PARAMOUNT THEATER</b>  <b>FRIDAY, 5:45 PM – 6:45 PM</b></p>	<p>ARRI will present the latest developments in motion picture technology with the groundbreaking ALEXA camera and more. Attendees will be guided through an overview of this dynamic digital camera with Direct To Edit workflows and 800 ASA sensitivity that is already redefining film and TV production.</p>
<p><b>KODAK INTRODUCES          NEW VISION3 FILMS -          WORLDWIDE LAUNCH!</b></p> 	<p>LOCATION:  <b>SHERRY LANSING THEATER</b>  <b>SATURDAY, 5:45 PM – 6:45 PM</b></p>	<p>Kodak continues to raise the bar on the possibilities for creative storytelling through their commitment to advancing film technology. Come and learn about the latest tools and what they can do for your toolbox.</p>
	<p>LOCATION:  <b>PARAMOUNT THEATER</b>  <b>FRIDAY, 7:00 PM – 8:00 PM</b></p>	<p>FUJIFILM presents a spectacular demonstration of the highly acclaimed Eterna Vivid 500T color negative stock. This film, shot on locations in the Los Angeles area by <b>Phedon Papamichael, ASC</b>, <b>Kramer Morgenthau, ASC</b>, and <b>Dion Beebe, ACS, ASC</b>, will show the extraordinary visual impact and tonal range the Vivid stocks can bring to any production.</p>
<p><b>“THE 3-D FILM ADVANTAGE”</b></p>  <p>Panelists: <b>John Leonetti, ASC</b>, <i>Piranha 3-D</i></p>	<p>LOCATION:  <b>SHERRY LANSING THEATER</b>  <b>FRIDAY, 7:00 PM – 8:00 PM</b></p>	<p>The renaissance in 3-D filmmaking is another way to take advantage of the magic medium of film. Filmmakers all over the world are shooting 3-D projects on the gold standard of motion imaging. Join cinematographers who have produced footage used in 3-D films in a discussion about the creative decisions they made, and how the negative was converted to 3-D format. Moderated by industry journalist Bob Fisher</p>

# Premiere Seminars Saturday, June 5

<p><b>SUMMER MOVIE PREVIEW -          INCEPTION</b></p> <p>Panelist: <b>Wally Pfister, ASC</b>          Moderated by industry journalist Bob Fisher</p>	<p>LOCATION:  <b>SHERRY LANSING THEATER</b>  <b>SATURDAY, 10:15 AM – 11:30 AM</b></p>	<p>Wally Pfister, ASC, previews the making of Inception, his sixth collaboration with director Christopher Nolan. They travelled to six countries and captured images with a blend of 35 mm film in anamorphic format and 65 mm film. Pfister shot aerial scenes in VistaVision format and they used a Photo-Sonics 65 mm camera to shoot dream sequences at 1,000 frames per second. Inception will also be released in IMAX format and was converted at DKP 70MM Inc.</p>
<p><b>VISUAL EFFECTS          SUPERVISORS AND          DIRECTORS: HOW THEY          COLLABORATE</b></p> 	<p>LOCATION:  <b>PARAMOUNT THEATER</b>  <b>SATURDAY, 10:15 AM – 11:45 PM</b></p>	<p><b>Richard Edlund, ASC</b>, will moderate a discussion with top visual effects artists including:  <b>John Bruno</b> from <i>Avatar</i>  <b>Dan Kaufman</b> from <i>District 9</i></p>
<p><b>“DIGITALLY PRINTED          SCENERY: VERSATILITY          WITH A FABRIC APPROACH”</b></p> 	<p>LOCATION:  <b>GOWER THEATER</b>  <b>SATURDAY, 12:00 PM – 1:30 PM</b></p>	<p>Rose Brand offers a look in to the world of digital printing for backdrops, providing their own digital solutions for this creative segment of the production design. Included in the discussion will be a hands-on look at a variety of printable substrates, seamless and virtually seamless large format image printing techniques, various printing processes to achieve depth and clarity, stage and studio installation systems and pertinent information for this fabric approach to realistic looking backgrounds.</p>
<p><b>KODAK INTRODUCES          NEW VISION3 FILMS -          WORLDWIDE LAUNCH!</b></p> 	<p>LOCATION:  <b>SHERRY LANSING THEATER</b>  <b>SATURDAY, 11:45 AM – 12:45 PM</b></p>	<p>Kodak continues to raise the bar on the possibilities for creative storytelling through their commitment to advancing film technology. Come and learn about the latest tools and what they can do for your toolbox.</p>
<p><b>“AMERICAN CINEMA          EDITORS PRESENTS:          A CUT ABOVE”</b></p> 	<p>LOCATION:  <b>GOWER THEATER</b>  <b>SATURDAY, 1:45 PM – 3:15 PM</b></p>	<p>Panelists: <b>Lee Smith, ACE</b>, editor of <i>Inception</i>, ACE editors, <b>Maryann Brandon, ACE</b> and <b>Darren Holmes, ACE</b>, who will discuss the editing of the 3D feature <i>How to Train Your Dragon</i>.</p>

ALL PANELISTS SUBJECT TO AVAILABILITY

Join Us Next Year! Cine Gear Expo 2011  
June 2-5



# Premiere Seminars Saturday, June 5

# Premiere Seminars Saturday, June 5

<p><b>IALOGUE WITH ASC CINEMATOGRAPHERS</b></p> <p>Moderated by <b>George Spiro Dibie, ASC</b></p> 	<p>LOCATION: <b>SHERRY LANSING THEATER SATURDAY, 1:00 PM – 2:30 PM</b></p>	<p>Sponsored by The American Society of Cinematographers.</p> <p>Panelists: <b>Russ Alsobrook, ASC James Carter, ASC Allen Daviau, ASC Michael Goi, ASC Johnny Jensen, ASC David Mullen, ASC Roberto Schaefer, ASC Nancy Schreiber, ASC Christian Sebaldt, ASC</b></p>
<p><b>THE TRUTH ABOUT FILM AND DIGITAL PRODUCTION</b></p> <p>Panelist: <b>John Bailey, ASC Daniel Pearl, ASC James Chressanthis, ASC</b></p> 	<p>LOCATION: <b>SHERRY LANSING THEATER SATURDAY, 2:45 PM – 3:45 PM</b></p>	<p>Some of the world's most talented cinematographers will discuss why they prefer shooting motion pictures, television programs, documentaries and commercials on film. They will also discuss the pros and cons of film and digital image capture, separate myths from facts, and talk about how they deal with producers and directors who are being targeted by marketing hype. Moderated by industry writer David Heuring</p>
<p><b>ARRI</b></p> <p>Speakers Include: <b>Glenn Kennel</b>, ARRI Inc. President <b>Bill Russell</b>, VP of Camera Products <b>Stephan Ukas Bradley</b>, Product Manager, Digital Production <b>Michael Bravin</b>, VP Market Development, Digital Camera Products <b>John Gresch</b>, Lighting VP</p>	<p>LOCATION: <b>PARAMOUNT THEATER SATURDAY, 3:00 PM – 4:00 PM</b></p>	<p>ARRI will present the latest developments in motion picture technology with the groundbreaking ALEXA camera and more. Attendees will be guided through an overview of this dynamic digital camera with Direct To Edit workflows and 800 ASA sensitivity that is already redefining film and TV production.</p>
<p><b>ARCHIVING FILMS AS A LEGACY FOR THE FUTURE</b></p> <p>Panelist: <b>Milt Shefter</b> Moderated by industry journalist Bob Fisher</p> 	<p>LOCATION: <b>SHERRY LANSING THEATER SATURDAY, 4:00 PM – 5:00 PM</b></p>	<p>The Academy of Motion Picture Arts and Sciences published The Digital Dilemma report at the end of 2007. The report - based on interviews with some 90 archivists, asset protection managers, decision makers at the Hollywood studios, and a range of science, government, and business organizations all dealing with digital data - compared the costs, methods and effectiveness of archiving film and digital media. The main focus was on films that are owned by the major studios.</p>

ALL PANELISTS SUBJECT TO AVAILABILITY

<p><b>CANON USA PRESENTS: RENOWNED CINEMATOGRAPHER GALE TATTERSALL AND HIS USE OF EOS HD VIDEO FOR PRIME TIME TELEVISION DRAMA.</b></p> 	<p>LOCATION: <b>PARAMOUNT THEATER SATURDAY, 12:00 PM – 1:30 PM</b></p>	<p>Discover how EOS HD Video provides unique opportunities for prime time television production. Gale Tattersall, DP of House M.D. and ASC nominee for Episodic TV Series, will share his experiences using EOS HD Video.</p>
<p><b>NOT YOUR FATHER'S HIGH-SPEED CAMERA: INTRODUCING THE PHANTOM FLEX DIGITAL CINEMA CAMERA</b></p> 	<p>LOCATION: <b>PARAMOUNT THEATER SATURDAY, 1:45 PM TO 2:45 PM</b></p>	<p>Three years ago the Phantom HD changed the landscape of high-speed photography. Now the complete Phantom Family of cameras and accessories unleashes performance never before possible. Mitch Gross, Applications Specialist at Abel Cine Tech, conducts a tour of the latest offerings from Vision Research, including live demonstrations and Q&amp;A.</p>
<p><b>DIGITAL CINEMA SOCIETY - CINE LENSES: WHAT CINEMATOGRAPHERS WANT AND NEED TO KNOW</b></p> 	<p>LOCATION: <b>STAGE 23 SATURDAY, 12:00 PM TO 1:00 PM</b></p>	<p>Cinematographers James Mathers, President of the Digital Cinema Society and Geoff Boyle, Founder of CML will lead a Question and Answer session on the topic of PL Cine Lenses to find out what Cinematographers really need to know regarding optics, performance, price, and suitability for various applications. Representatives from Angenieux, ARRI, Zeiss, Leica, Schneider Optics, Fujinon, and Cooke Optics have been invited to discuss their latest products and technology. The event is open to all Cine Gear Expo attendees.</p>
<p><b>THE ECONOMIC IMPACT OF RUNAWAY PRODUCTION</b></p> <p>Moderated by: Cinematographer <b>Ed Gutentag</b> Sponsored by: shootmoviesincalifornia.com</p>	<p>LOCATION: <b>STAGE 23 SATURDAY, 1:15 PM – 2:45PM</b></p>	<p>Our Mission is to encourage any and all film and television productions to shoot in California, the filming capital of the world, to support California and its cities with solutions and ideas to stimulate film and television production, retain and create jobs, strengthen our economy, and save small businesses for all Californians.</p>
<p><b>FUJIFILM</b> MOTION PICTURE FILM</p>	<p>LOCATION: <b>PARAMOUNT THEATER SATURDAY, 4:15 PM – 4:45 PM</b></p>	<p>FUJIFILM presents a spectacular demonstration of the highly acclaimed Eterna Vivid 500T color negative stock. This film, shot on locations in the Los Angeles area by <b>Phedon Papamichael, ASC, Kramer Morgenthau, ASC, and Dion Beebe, ACS, ASC</b>, will show the extraordinary visual impact and tonal range the Vivid stocks can bring to any production.</p>

ALL PANELISTS SUBJECT TO AVAILABILITY



# Master Class Seminars

## Sunday, June 6

### “THE EXPERIMENT” WITH THE RED CAMERA

June 6, 2010, 9:30 am to 12:30 pm  
Class fee \$85.00

Moderated by John Michaels, President of Production, Magnet Media Group LLC  
Panel: Director Paul Scheuring, Cinematographer Amy Vincent, ASC  
Editor Peter S. Elliot, ACE  
Digital Intermediate Colorist Walter Volpatto

#### LOCATION:

**MOLE RICHARDSON SCREENING ROOM**  
925 N. LA BREA AVE.  
HOLLYWOOD, CA 90038

Panel members might include the Director Paul Scheuring, Cinematographer Amy Vincent, ASC, Editor Peter S. Elliot, ACE, Post-Production Supervisor John Portnoy, and Digital Intermediate Colorist Walter Volpatto. All are subject to availability. After watching the trailer, the panel will discuss their departments' experiences and choices made during production and the post production.

The Experiment with Maggie Grace, Adrien Brody and Forest Whitaker turned into one after the company chose to use the RED for the first time on a project.

The Moderator, Executive Producer John Michaels, will introduce us to his team of first time RED users and share their experiences, frustrations and surprises.

### 21st Century 3D Booth 77

3450 W Cahuenga Blvd. Suite 509  
Los Angeles, CA 90068  
P: 818-308-5856  
www.21stcentury3d.com  
21st Century 3D is an experienced, bi-coastal stereoscopic production house.

### 360 Systems Broadcast Booth S235

31355 Agoura Rd.  
Westlake Village, CA 91361  
P: 818-991-0360  
www.360systems.com  
3D and High Def Production Recorders for Film and Video

### 411 Publishing Booth 21

5900 Wilshire Blvd. Suite 3100  
Los Angeles, CA 90036  
P: 323-617-9450  
www.LA411.com  
Celebrating 30 years as the industries one-stop qualified production resource!

### 8 Ball Camera Support Booth 90

16016 Baker Cyn Rd.  
Saugus, CA. 91390  
P: 661-252-3344  
www.8ballcamerasupport.com  
Camera support equipment and custom built camera products.

### Abel Cine Tech Booth S209

801 S. Main St. Suite 104  
Burbank, CA 91506  
P: 818-972-9078  
www.abelcine.com  
Abel Cine Tech offers sales, rental and service of professional film and HD equipment from our NY and Burbank locations. Aaton Penelope, Phantom HD Gold, Phantom Flex high-speed cameras, exclusive gear for Digital Cinema to HDSLR, optics and lighting.



### AC Power Distribution, Inc. Booth 120

3060 N. California St.  
Burbank, CA 91504  
P: 818-848-4004  
www.acpowerdistribution.com  
Manufacturer of high quality UL Listed portable power distribution products designed specifically for the entertainment professional. Offering numerous solutions for gaffers and electricians, our SST Series is the most widely used.



### ACME Lighting and Grip Booth 139

249 S. Hwy 101  
Solana Beach, CA 92075  
P: 760-943-8671  
www.KOMETLED.com  
Offers an innovative line of HIGH POWERED LED lights

### Airstar America, Inc. Booth S240

10950 Burbank Blvd.  
North Hollywood, CA 91601  
P: 818-753-0066  
www.airstar-light.us  
Airstar provides award winning Lighting Balloons, and now Grip Balloons.

### AJA Video Systems Booth S213

2701 Ocean Park Blvd. Suite 223  
Santa Monica, CA 90405  
P: 310-396-5709  
www.aja.com  
Manufacturer of high-quality and cost-effective digital video interface, conversion and desktop solutions

### Alternative Rentals, Inc. Booth S225

5805 West Jefferson Blvd.  
Los Angeles, CA. 90016  
P: 310-204-3388  
www.alternativerentals.com  
High Definition camera rental house specializing in digital cinema.

### American Grip, Inc. Booth 17

8468 Kewen Ave.  
Sun Valley. CA 91352  
P: 818-768-8922  
www.americangrip.com  
Grip and set lighting equipment

### Anton/Bauer, Inc. Booth 65

14 Progress Dr.  
Shelton, CT 06484  
P: 203-929-1100  
www.antonbauer.com  
Batteries, chargers, lights and power supplies for film/video cameras.

### ARRI, Inc. Booth 62

600 N. Victory Blvd.  
Burbank, CA 91502  
P: 818 841-7070  
www.arri.com  
ARRI manufactures professional camera, lighting and postproduction digital imaging systems.

### ASC/American Cinematographer Magazine Booth 124

1782 North Orange Drive  
Hollywood, CA 90028  
P: 323-969-4333  
www.ascmag.com  
The Int'l Journal of Film & Video Digital Production Techniques Since 1920.

### Astra Radio Communications Booth 26

2238 N. Glassell Street, Ste. D  
Orange, CA 92865  
P: 714-637-2828  
www.arcmics.com  
Manufacturer specializing in audio accessories for two-way radios.

### Azden Corporation Booth 146

147 New Hyde Park Rd.  
Franklin Square, NY 11010  
P: 818-541-0019  
www.azdencorp.com  
Manufactures professional wireless microphones, shotgun microphones and portable mixers.

### Backstage Equipment, Inc. Booth 92

8052 Lankershim Blvd.  
North Hollywood, CA 91605  
P: 818-504-6026  
www.backstageweb.com  
Manufacturer of equipment handling carts for the Film and Television industry.



### Band Pro Film & Digital, Inc. Booth 70

3403 W. Pacific Ave.  
Burbank, CA 91505  
P: 818-841-9655  
www.bandpro.com  
Digital cinematography experts with solutions for all projects

### Barger Lite Booth 35

327 Windward Ave.  
Venice, CA 90291  
P: 310-401-0633  
www.barger-baglite.com  
BARGER-LITE adds two: SOFFIE-LITE AND TOUCHUP-LITE

### Bender Entertainment Technologies Booth S130

4555 W. Chermak  
Burbank, CA 91505  
P: 818-565-3550  
www.lifeguardgfc.com  
Manufacturers of the world's most accurate and reliable GFCI's.

### LIGHTING WORKSHOP

June 6, 2010, 1:45 pm to 4:45 pm  
Class fee \$75.00

Moderated by Bill Bennett, ASC,  
Gabriel Beristain, ASC, BSC

#### LOCATION:

**MOLE RICHARDSON SCREENING ROOM**  
925 N. LA BREA AVE.  
HOLLYWOOD, CA 90038

With this seminar you are in for a treat. Here are some incredibly talented cinematographers that will share their knowledge and enthusiasm for this craft. You will have these artists demonstrating and discussing their techniques and problem solving skills. The program is flexible and will evolve until the scheduled date arrives. Check back often for updates.

### CINEMATOGRAPHY SURVIVAL SKILLS YOU CAN LEARN ON YOUR OWN

June 6, 2010, 9:00 am to 10:45 am  
Class fee \$50.00

Moderated by Ron Dexter, ASC,  
Cinematographer, Director's Guild Director,  
Studio Owner, Union Board Member, Teacher,  
Writer and Equipment Inventor

#### LOCATION:

TBD

We will discuss the skills that you can learn on your own for little money but a lot of practice. Understanding location and existing lighting is very valuable for the beginning camera person as is location scouting. Learning to operate flawlessly is crucial to prove that you can handle your first opportunities to shoot. Check www.rondexter.com to get a taste.

### STEPHEN LIGHTHILL, ASC

June 6, 2010, 11:00 am to 12:45 pm  
Class fee \$50.00

#### LOCATION:

TBD

The year since the last Cine Gear Expo may not be significant enough to be called "The Year Everything Changed," but, there have been enough major developments in digital imaging, 3D imaging and the business of Show Business that it may be time to explore how this all affects the working cinematographer.



**Bexel** Booth 56  
2701 N. Ontario Street  
Burbank, CA 91504  
P: 818-565-4339  
www.bexel.com  
Sales of pre-owned Broadcast Video and Audio Equipment

**Birns & Sawyer** Booth S236A  
6381 De Longpre Ave.  
Hollywood, CA 90028  
P: 323-466-8211  
www.birnsand sawyer.com  
Sales & Rentals of Cameras and lighting/grip equipment.

**Bogen Imaging** Booth 38  
565 East Crescent Avenue  
Ramsey, NJ 07446  
P: 201-818-9500  
www.bogenimaging.us  
Product exhibited: Avenger Grip, Formatt Filters, Kata, Manfrotto, and Reflecmidia.

**Bristol VFX** Booth 131  
3 Sutherland Court  
Tolpits Lane  
Watford, Hertfordshire, WD18 9SP-UK  
www.bristolpaint.com  
T: +44 (0) 1923 779 333  
Paint and VFX Solutions for Film, Television, Theatre and VM Specialist's

**Brite Shot, Inc.** Booth S201  
600 W. Hillsboro Blvd. Suite 220  
Deerfield Beach, FL 33441  
P: 954-418-7125  
www.briteshotinc.com  
Innovative LED Lighting, Camera Covers, Rain Blankets, Space Light Wraps

**British Cinematographer / BSC** Booth 128  
Office 237 Main Admin Bldg. / Pinewood Film Studios  
Iver Health  
Bucks.  
SLO ONH P:+ 44 (0) 1753 650101  
www.bsccine.com  
Covering The Art of International Cinematography

**Bulbtronics** Booth S107A  
45 Banfi Plaza  
Farmingdale, NY 11735  
(631) 247-4433  
www.bulbtronics.com  
Bulbtronics is a premier distributor of lamps, batteries, electrical supplies and expendables for film, video, theatre and themed entertainment.

**Burrell Enterprises** Booth 147  
3526 Lakeview Parkway, Suite B #177  
Rowlett, TX 75088  
P: 800-474-8111  
www.litepower.com  
LitePOWER is introducing 3 new MovieQuiet Generators generators this year to complement our existing products.

**California Sunbounce** Booth 73  
Siems, Twieten 4  
D-21376 Garlstorf, Germany  
P: +49 (4172) 96 1142  
www.sunbounce.com  
Reflectors, scrims, and butterflies.

**Camera Dynamics, Inc.** Booth 66  
2701 N. Ontario St.  
Burbank, CA 91504  
P: 818-847-8666  
www.sachtler.com / www.ocon.com  
Leading Camera Support from OConnor and Sachtler and professional bags from Petrol

**Canon USA** Booth 12  
1 Canon Plaza  
Lake Success, NY. 11042  
P: 1-800-OK-Canon  
www.usa.canon.com/consumer  
Provides professionals a total imaging workflow solution from capture to production and every step in between. Canon's comprehensive solutions are designed to meet the needs of the professional market with HD Broadcast and Cinematography Lenses, EOS Digital SLR Cameras, HD Camcorders, IP Security Cameras, Robotic HD Pan-Tilt-Zoom Camera systems, CanoScan Scanners, and more. Canon supplies the industry with distribution products from imagePROGRAF wide-format pigment Printers and PixmaPro Printers, as well as Canobeam Free Space Optics Data Transceivers, and high-resolution REALiS Projectors. Canon also offers STUDIO SOLUTION software, a single workflow application for photo studio operation and management.

**Checkers Industrial Products, Inc.** Booth 19  
620 Compton Street  
Broomfield, CO 80020  
P: 800-438-9336  
www.cableprotectors.com  
Manufacturer of Guard Dog® and Linebacker® cable protectors.



**Chimera** Booth 34  
1812 Valtec Lane  
Boulder, CO 80301  
P: 303-444-8000  
www.chimeralighting.com  
Designer & manufacturer of lighting products for film, video & still photography.

**China Ruige** Booth 4  
2402 Nova Ct.  
Rowland Heights, CA 91748  
P: 909-468-5181  
www.Ruige.com

**Cinedeck** Booth 99  
110 Leroy St. 8th Floor  
New York City, NY 10014  
P: 646-747-0729  
www.cinedeck.com  
Camera-mountable, HDMI / HDSMI recording, monitoring, playback, and processing device.

**Cinematography Electronics, Inc.** Booth 68  
5321 Derry Avenue, Suite G  
Agoura Hills, CA 91301  
P: 818-706-3334  
www.CinematographyElectronics.com  
Specialized accessories for professional motion picture/video cameras.

**Cinemills** Booth S203  
2021 N. Lincoln St.  
Burbank, CA 91504  
P: 818-843-4560  
www.cinemills.com  
35 YEARS OF INNOVATION: SILVER BULLET HMI - TUNGSTEN - FLOURESCENT.

**CineRAID Systems** Booth S208  
2861 Saturn St. Unit B  
Brea CA, 92821  
P: 714-961-0800  
www.cineraid.com  
Fast, reliable and secure hardware RAID storage

**Cmotion** Booth 5  
7358 Radford Ave.  
N. Hollywood, CA 91605  
P: 818-764-1234  
www.panther.us  
Wireless lens and camera control systems offer untouchable, ergonomics, award-winning technology and unique modularity.

**Codex Digital** Booth 55  
60 Poland St.  
London, W1F 7NT  
P: +44-207-2926919  
www.codexdigital.com  
A high-resolution digital media recording system, designed to capture moving images and sound.

**Coffey Sound** Booth S216  
3325 Cahuenga Blvd. West  
Hollywood, CA 90068  
P: 323-876-7525  
www.coffeysound.com  
Audio equipment sales, rentals, and service.

**Concept Lighting Inc., Studio Carts** Booth 10  
11274 Goss St.  
Sun Valley, CA 91352  
P: 818-767-1122  
conceptlight.com  
Manufacture and rental of professional Lighting and Grip equipment.

**Convergent Design** Booth S207  
4465 Northpark Dr. Suite 400  
Colorado Springs, CO 80907  
P: 803-278-0941  
www.convergent-design.com  
Convergent Design offers professional HD recorders, including nanoFlash and Nano3D.

**Creative Handbook** Booth 52  
10152 Riverside Drive  
Toluca Lake, CA 91602  
P: 818-752-3200  
www.creativehandbook.com  
The industry's premier production resources both in print and online.

**DADCO** Booth 203  
11273 Goss St.  
Sun Valley CA, 91352  
P: 818-768-8886  
www.dadcopowerandlights.com  
Portable power distribution systems.

**Database Works** Booth S243  
500 S. Kraemer Blvd. Suite 110  
Brea, CA 92821  
P: 714-203-8800  
www.dbworks.com  
RentalWorks is the most efficient Rental, Sales, and Asset Management System in the industry.

**Eizo nano Technologies, Inc.** Booth S202  
5710 Warland Dr.  
Cypress, CA 90630  
P: 562-431-5011 ext. 140  
www.eizo.com

**Film and Digital Times** Booth 126  
500 E. 83rd St. / 14 A  
New York City, NY 10028  
P: 212-570-2920  
www.fdtimes.com  
Art, Technique and Technology of Film, Video and Digital Production.

**FUJIFILM NORTHAMERICA Corp.** Booth 123  
2220 W. Magnolia Blvd.  
Burbank, CA 91506  
P: 888-424-3854  
www.fujifilmusa.com  
FUJIFILM's hot award-winning technologies for award-winning films



**FUJINON, INC.** Booth 43  
2621 Manhattan Beach Blvd.  
Redondo Beach, CA 90278  
P: 310-536-0800  
www.fujinon.com  
Fujinon is introducing four new PL Mount Zoom Lenses.



**GE Specialty Lighting** Booth 50  
571 Rider Court  
Claremont, CA 91711  
P: 714-501-5905  
www.gelighting.com  
Global manufacturer of lighting products for the entertainment lighting market.

**Glidecam Industries, Inc.** Booth 89  
23 Joseph St.  
Kingston, MA 02364  
P: 781-585-7900  
www.glidecam.com  
The name and future of camera stabilization...Made in the USA

**Glue Tools, LLC** Booth 51  
1024 A Quinietos St.  
Santa Barbara, CA 93103  
P: 805-456-7997  
www.gluetools.com  
Essential QuickTime based software solutions for Film and High Def needs.

**Grip Trix, Inc** Booth 138  
12767 Saticoy Street  
North Hollywood, CA 91605  
P: 818-982-2510  
www.griptrix.com

**Griplock Systems, LLC** Booth 20  
410 Palm Ave, Loft A-18  
Carpinteria, CA 93013  
P: 805-566-0064  
www.griplocksystems.com  
Award-winning cable suspension system



**ICG Local 600 and ICG Magazine** Booth 22  
7755 Sunset Blvd.  
Hollywood, CA 90046  
P: 323-969-2714  
www.cameraguild.com  
Representing the finest camera crews nationwide-ICG magazine is the journal of "how to" for film & digital.

**iDC Photo Video** Booth 84  
614 Tonys Trail  
Prescott, AZ 86301  
P: 928-442-3903  
www.idcphotovideo.com  
iDC Photo Video.com offers unique accessories for HDSLR capture.

**IGI / Immersion Graphics Inc.** Booth S142  
1020 Metro Dr.  
Commerce, MI 48390  
P: 317-569-1316  
www.werigi.com  
Ultra high resolution projection systems for automotive design, medical, financial, military, education, and energy markets.

**Independent Filmmakers Alliance** Booth S109  
3760 Cahuenga Blvd. Suite 106  
Studio City, CA 91604  
P: 818-980-4500  
www.ifilmalliance.com  
An Alliance of over 75,000 members in the entertainment industry.

**Indie Media Entertainment**  
15 Hammond Suite 302  
Irvine, CA 92618  
P: 949-951-3719  
www.watchime.com  
World Wide Distribution. 100% FOUNDED BY Indie Filmmakers FOR Indie Filmmakers.

**Indie Slate** Booth S105  
10134 Hammerly Blvd.  
Houston, TX 77080  
P: 832-593-0405  
www.indieslate.com  
Producing / distributing independent projects, Reel-life stories including cast & crew listings.



**Innovision Optics, Inc.** Booth 59  
1719 21st St.  
Santa Monica, CA 90404  
P: 310-453-4866  
www.innovision-optics.com  
We provide specialized lenses, camera support and motion control products.

**Insurance West Corporation** Booth 87  
2450 Tapo Street  
Simi Valley, CA. 93063  
P: 805-579-1900  
www.insurancewest.com  
Full-service insurance agency specializing in the entertainment industry.

**In-Sync Publications** Booth S106  
800 Knob Hill Avenue  
Redondo Beach, CA 90277  
phone: (310) 543-9045  
www.insyncpubs.com  
In-Sync is the motion picture industry resource for new & used film and video equipment.

**Integrated Design Tools, Inc** Booth S247  
1 West Mountain Street Suite 3  
Pasadena, CA 91106  
P: 626-794-4649  
www.idtvision.com

**Inter Video 3D** Booth S214  
2211 N. Hollywood Wy.  
Burbank, CA 91505  
P: 818-843-3624  
www.intervideo3d.com  
Inter Video 3D rents and sells 3D production packages.

**Itronx Imaging Technologies** Booth 28  
32586 Bowman Knoll Rd.  
Westlake Village, CA 91361  
P: 818-865-0005  
www.itronx.com

Rental and sales of high speed HD video cameras. Our state-of-the-art cameras can record up to 2,000 fps at full HD resolution (1920 x 1080).

**J-BOX Industries, Inc.** Booth 99  
9820 Glenoaks Blvd  
Sun Valley CA, 91352  
P: 818.768.JBOX  
www.jbox.biz  
Modular lighting systems for all aspects of the entertainment industry.

**JVC Professional Products Company** Booth S239  
5665 Corporate Ave.  
Cypress, CA 90630  
P: 714-229-8035  
www.jvc.com/pro  
Two new Solid State HD Camcorders, HD & NEW 3D Monitors.

**K-Tek** Booth 114A  
1384-F Poinsettia Ave  
Vista, CA 92081  
P: 760-727-0593  
www.ktekbooms.com  
Award-winning boom poles and microphone accessories introduces Norbert, a Camera Accessory Mounting System

**K5600 Lighting Inc.** Booth 144  
10434 Burbank Blvd.  
North Hollywood, CA 91601  
P: 818-762-5756  
www.k5600.com  
Manufacturer of HMI Systems including Jokers and Alphas

**KERMA (WLD International Group Inc.)** Booth S120  
225 E Broadway Suite 103A  
Glendale, CA 91205  
P: 818-536-7456  
www.wldstudio.com / www.kerma.biz  
KERMA, products at reasonable prices, high quality LED lighting on camera, Studio Lights, Battery, Professional monitor and service.

**Key Head Company** Booth 7  
16 F Boulevard General Wahis  
1030 Brussels-Belgium  
P: +32 2706 0909  
www.keyhead.net  
The Key Head is a versatile modular two axis remote head. Quick to set up and friendly to use.

**KGS Development** Booth 8  
Rue de la Faisanderie 13  
Morlanwelz 7140  
P: +32 487 290 564  
www.kgsd.eu  
KGS Development manufactures and retails a huge range of high quality grip equipment.

**Kino Flo Lighting Systems, Inc.** Booth S126  
2840 N. Hollywood Way  
Burbank, CA 91505  
P: 818-767-6528  
www.kinoflo.com  
Manufacturer of professional fluorescent lighting systems for film, television & still photography.

**Kobold** Booth S248  
17 Progress St.  
Edison, NJ 08820  
P: 303-530-3222  
www.bronimaging.com  
The leader in all weather HMI lighting, versatile & reliable in all conditions.

**LEE FILTERS USA** Booth 121  
2237 N. Hollywood Way  
Burbank, CA 91505  
P: 800-576-5055  
www.leefiltersusa.com  
The world's leading manufacturer of professional quality lighting filters, designed for the Entertainment Industry.



**Lensbaby** Booth 33  
516 SE Morrison St. M4  
Portland, OR 97214  
P: 971-223-5662  
www.lensbaby.com  
Lensbaby manufactures and marketes a creative effects lens system for SLR and PL cameras.

**Lex Products Corp.** Booth 115  
401 Shippan Ave.  
Stamford, CT 06902  
P: 800-643-4460  
www.lexproducts.com  
Power distribution systems for the entertainment industry.

**Libec Sales of America** Booth 29  
377 Van Ness Ave. Suite 1201-1202  
Torrance, CA 90501  
P: 310-787-9400  
www.libecsales.com  
Engaged in the manufacturing of professional camera support since 1955.

**Lighttools Inc.** Booth 36  
9513 56th Ave.  
Edmonton, AB T6E 0B2  
Canada  
P: 800-417-7431  
www.lighttools.com  
Originator of Soft Egg Crates for B&O and Chimera lightbanks

**LiteGear Inc** Booth S242  
8000 Wheatland Ave. "L"  
Sun Valley, CA 91352  
P: 818-358-8542  
www.litegear.com  
We design and build specialty lighting products for the Motion Picture industry.

**Litepanels Inc.** Booth S131  
16152 Saticoy St.  
Van Nuys CA, 91406  
P: 818-752-7009  
www.litepanels.com  
Award Winning LED Lighting Equipment for Motion Picture & Video Production



**Littlefuse Inc. (ShockBlock)** Booth 122  
8755 W. Higgins Rd. Suite 500  
Chicago, IL 60631  
P: (773) 628-0718  
www.shockblock.com  
Shock Block – Safe and reliable GFCI protection from electrical shock.



**Location Sound Corp.** Booth 114  
10639 Riverside Dr.  
North Hollywood, CA 91602  
P: 818-980-9891  
www.locationsound.com  
Pro audio sales, rentals, service...30+ years



**Los Angeles Rag House, Inc.** Booth 24  
100 E. Santa Anita Avenue  
Burbank, CA 91502  
P: 818-276-1130  
www.laraghouse.com  
Manufacturers, rentals and repairs grip backings and diffusion equipment

**Lowel-Light Mfg, Inc.** Booth 119  
90 Oser Ave.  
Hauppauge, NY 11788  
P: 800-645-2522  
www.lowel.com  
Lights, controls, mounts & kits for today's imaging professionals

**LRX, LLC** Booth 41  
7764 San Fernando Rd. #8  
Sun Valley C.A. 91352  
P: 818-768-8816  
www.lrx-lighting.com  
Manufactures of robotic lighting systems since 1990

**Luminys Systems Corp.** Booth 3  
6601 Santa Monica Blvd.  
Hollywood, CA 90038  
P: 323-461-6361  
www.luminyscorp.com  
Luminys Systems Corporation is exclusive for lightning Strikes and SoftSun design, manufacture, and rental.

**Manios Digital & Film** Booth 54  
10663 Burbank Blvd.  
N. Hollywood, CA 91601  
P: 818-760-8290  
www.maniosdigital.com  
Since 1935 Cartoni has set industry standards with its innovative solutions and patented technologies.

**Marinco Electrical Group** Booth 57  
P.O. Box 3241  
Milwaukee, WI 53201-3241  
P: 707-226-9600  
www.marinco.com  
Manufacturer of electrical connectors for the entertainment industry.

**Mark Roberts Motion Control Ltd.** Booth 60  
Unit 4 Birches Industrial Estate / Imberhorne Lane  
East Grinstead  
RH19 1XZ  
P: +44 (0) 1342 334700 / www.mrmoco.com  
Design and manufacturers of motion control rigs and remote heads.

**Marshall Electronics** Booth 48  
1910 E. Maple Ave.  
El Segundo, CA 90245  
P: 310-333-0606  
www.marshallelectronics.net  
Marshall serves broadcast, multimedia, video, and film professionals worldwide.

**Matthews Studio Equipment, Inc.** Booth 145  
2405 Empire Ave.  
Burbank, CA 91504  
P: 818-843-6715  
www.msegrip.com  
Matthews Studio Equipment supplies over 1,400 items to productions in over 60 countries throughout the world.

**MK-V** Booth 60A  
Ravenscraig Road  
Little Hulton  
Manchester  
M389PU www.mk-v.com  
UK Tel: +44 (0) 1204 574900  
MK-V leading the way in Professional camera Stabilization

**Mole-Richardson Co.** Booth 18  
937 N. Sycamore Ave.  
Hollywood, CA 90038  
P: 323-851-0111  
www.mole.com  
Engineers & manufactures lighting & power distribution for the motion picture industry.

**Motion Picture Marine** Booth 25  
616 Venice Blvd.  
Venice, CA 90291  
P: 310-822-1100  
www.motionpicturemarine.com  
Manufacturer of Emmy & Oscar award- winning camera stabilization heads.

**Moviola** Booth 100A  
1135 N. Mansfield Ave.  
Hollywood, CA 90038  
P: 323-467-3564  
www.moviola.com  
Provides professional training for film and video editors, effects artists and graphic designers.

**Multiquip, Inc.** Booth 201  
18910 Wilmington Ave.  
Carson, CA 90746  
P: 310-537-3700  
www.multiquip.com  
Multiquip, a diverse manufacturer and supplier of world class industrial products.

**Nettmann Systems International** Booth 76  
1026 Griswold Ave.  
San Fernando, CA 91340  
P: 818-365-4286  
www.CameraSystems.com  
Gyro-Stabilized Camera Support and Robotic Camera Positioning Equipment.



Nevada Film Office Booth 2  
555 E. Washington Avenue, Suite 5400  
Las Vegas, NV 89101  
P: 702-486-2711  
www.nevadafilm.com  
Offering production assistance & resources for filming in Nevada.

**Nila Inc.** Booth 116  
729 West Woodbury Road  
Altadena, CA 91001  
P: 818-392-8370  
www.nila.tv  
Develops, designs and manufacturers environmentally sustainable high-brightness LED lighting systems for the entertainment industry.

**Oppenheimer Camera Products** Booth 58  
7400 Third Avenue South  
Seattle, WA 98108  
P: 206-467-8666  
www.oppenheimercameraproducts.com  
Innovative camera & related accessories for film & electronic production since 1992

**Osram Sylvania** Booth 122A  
129 Portsmouth Ave.  
Exeter, NH 03833  
P: 888-677-2627  
www.sylvania.com  
OSRAM SYLVANIA is a leader in lighting solutions and specialty products that feature innovative design and energy saving technology.





**P3 Update Magazine** Booth 82  
1438 N. Gower St. Box 65  
Hollywood, CA 90028  
P: 323-315-9477  
www.p3update.com  
P3 Update provides the most updated production information on technology, equipment and locations.

**PACKAIR AIRFREIGHT INC.** Booth S215  
5510 W. 104th St.  
Los Angeles, CA 90045  
P: 310-337-9993  
www.packair.com  
Freight forwarders and customs brokers

**Philips/Colorkinetics – Forman & Associates Inc.**  
Booth S112  
5401 Bevis Ave.  
Sherman Oaks, CA 91411  
P: 888-385-5742  
www.phillips.com  
Intelligent LED illumination & control technology for entertainment applications.

**Philips Strand Lighting** Booth S113  
10911 Petal St.  
Dallas, TX 75238  
617-480-1963  
www.strandlighting.com

**Photon Beard Ltd** Booth 131  
Unit K3, Cherry Court Way,  
Stanbridge Road, Leighton Buzzard,  
LU7 4UH,  
United Kingdom  
P: +44(0)1525 850 911 / www.photonbeard.com  
Photon Beard Ltd is a leading specialist manufacturer of reliable lighting equipment.

**Photo-Sonics, Inc.** Booth 37  
820 S. Mariposa St.  
Burbank, CA 91506  
P: 818-531-3240  
www.photosonics.com  
Rentals of high speed film and HD digital cameras, 3D systems, and more.

**Pictorvision** Booth 91  
16238 Raymer St.  
Van Nuys, CA 91406  
P: 818-785-9282  
www.pictorvision.com  
Pictorvision is a world-leading supplier of stabilized camera systems.

**Piktus USA, Inc. (Group FOKIA)** Booth 14  
9420 Chivers Ave.  
Sun Valley, CA 91352  
P: 818-780-9828  
www.ltmighting.com  
Piktus USA markets the industries broadcast and most advanced selection of lighting equipment.

**Power Gems** Booth 127  
7034 Sophia Avenue  
Van Nuys, Ca. 91406  
P: 818-376-1800  
www.powergems.com  
Power Gems design and manufacture portable HMI electronic ballasts for film and TV markets across the globe.

**Preston Cinema Systems, Inc.** Booth 53  
1659 11th St. Suite 100  
Santa Monica, CA 90404  
P: 310-453-1852  
www.prestoncinema.com

**PRG / Production Resource Group** Booth S249  
9111 Sunland Blvd.  
Sun Valley, CA 91352  
P: 818-252-2630  
www.prg.com  
PRG is the world's leading supplier of entertainment technology, currently operates from 31 locations around the world.



**Pro8mm** Booth 86  
2805 W. Magnolia Blvd  
Burbank, CA 91505  
P: 818-848-5522  
www.pro8mm.com  
Hybrid of Super8/16mm cameras, film, processing and scanning, now in HD.

**Redrock Micro** Booth 30  
15474 Morrison St.  
Sherman Oaks, CA 91403  
P: 888-214-3903 / www.redrockmicro.com  
Redrock Microsystems leads the way in delivering high quality cinema accessories that enhance video and HDSLR cameras for true cinema-style support.

**Rescue Tape- Harbor Products, Inc.** Booth 117  
630 S. Pacific Ave. #112  
San Pedro, CA 90731  
P: 877-847-2628  
www.harborproducts.com  
Self-fusing tape for all purpose rigging & emergencies.

**Rosco Laboratories** Booth S110  
52 Harbor View Ave  
Stamford CT, 06902  
P: 1-800-ROSCO-LA  
www.rosco.com  
World-wide manufacturer of products for the entertainment industry.

**Rose Brand** Booth 111  
10616 Lanark St.  
Sun Valley, CA 91352  
P: 818-505-6290  
www.rosebrand.com  
Manufacturer/Distributor of quality fabrics for the Film/TV industry.

**Schneider Optics** Booth 46  
7701 Haskell Ave.  
Van Nuys, CA 91406  
P: 818-766-3715  
www.schneideroptics.com  
Schneider Optics renowned maker of professional add-on lenses & filters.



**Service Vision USA** Booth 13  
12035 Sherman Way  
North Hollywood, CA 91605  
P: 818-623-1970  
www.servicevisionusa.com  
Scorpio remote head system

**SIM Video Los Angeles** Booth 61  
738 N. Cahuenga Blvd  
Hollywood, CA 90038  
P: 323-978-9000 / www.simvideo.com  
Sim Video is a leading equipment rental house specializing in HD and emerging digital camera technologies and, post production tools.



**SMS Connectors** Booth 147A  
11782 Country Club Road  
West Frankfort, IL 62896  
P: 618-937-8333  
www.smsconnectors.com  
Special Mine Services, SMS,, is an employee owned, Midwest company established in the early 1960's to manufacturer electrical connectors from raw materials.

**Snow Business USA** Booth 102  
21318 Hart Street  
Canoga Park, CA 91303  
P: 818-346-2484  
www.snowbusinesshollywood.com

**So-Cal Value Added** Booth 27  
809 Calle Plano  
Camarillo, CA 93012  
P: 805-389-5335  
www.scva.cc  
Leading manufacturer in Entertainment providing over modded assembly capabilities.

**Society of Camera Operators** Booth 125  
P.O. Box 2006  
Toluca Lake, CA 91610  
P: 818-382-7070  
www.soc.org  
Membership, Events. Celebrating over 30 Years of outstanding operating.

**SOS Global Express, Inc.** Booth 83  
PO Box 12307  
New Bern, NC 28561  
P: 800-628-6363  
www.sosglobal.com  
SOS Global Express is a logistics vendor to all of the major news and sports networks.

**Studio Air Conditioning** Booth 9  
5171 N. Douglas Fir Road, Suite. #6  
Calabasas, CA 91302  
P: 818-222-4143  
www.studioair.com  
Portable air conditioning units, heaters, & exhaust fans.

**SWIT Electronics USA, LLC** Booth 1  
4300 Stevens Creek Blvd. Suite 230  
San Jose, CA 95129  
P: 408-260-8258  
www.swit.us  
Manufacturer of batteries, LED lights, portable and rack-mount monitors.

**TECHNOCRANE s.r.o.** Booth 75  
Podnikatelska 19  
Plzen, Czech Republic 32300  
P: 420-377-889-111  
www.supertechno.com / www.technodolly.com  
Producer of telescopic camera cranes Supertechno, Technodolly, New Technocrane

**Telecast Fiber Systems, Inc.** S245  
102 Grove St.  
Worcester, MA 01605  
P: 508-754-4858  
www.telecast-fiber.com  
Telecast Fiber Systems specializes in fiberoptics for television broadcast production

**Thales Angenieux** Booth 40  
40 G Commerce Way  
Totowa, NJ 07512  
P: 973-812-4326  
www.angenieux.com  
Zoom lens manufacturer for film, digital production, broadcast applications.

**That Cat Camera Support, LLC** Booth 100B  
60 Butternut Ln.  
Stratford, CT 06614  
P: 203-377-8997  
www.cameraslider.com  
Proprietary Distributor of the SILENT CAT™ CAMERA SLIDER.



**The Digital Cinema Society, Inc** Booth 110  
P.O. Box 1973  
Studio City, CA 91614  
P: 818-762-2214  
www.digitalcinemasociety.org  
Educational cooperative dedicated to the integration of digital technology.

**The Filter Gallery** Booth 88  
231 W. 29th Street, Ste. 705  
New York, NY 10001  
P: 212-631-9177  
www.filtergallery.com  
Lens accessory resource center specializing in filters, matte boxes, & image-controlling devices.

**The New York Times** Booth 85  
c/o On The Avenue Marketing Group  
613 South Ave  
Weston MA 02493  
P: 781-890-2799 P: 781-890-2664  
www.nytimes.com  
Receive 50% off The New York Times home delivery service.

**The Rag Place, Inc.** Booth 31  
13160 Raymer St.  
North Hollywood, CA 91605  
P: 818-765-3338  
www.theragplace.com  
Technical fabrics, grip backings & equipment.

**The Slider** Booth 93  
7738 Wynne Ave.  
Reseda, CA 91335  
P: 818-344-5284  
www.theslider.com

**The Studios at Paramount / Events** Booth 72  
5555 Melrose Avenue  
Los Angeles, CA 90038  
P: 323-956-5000  
www.paramountstudios.com  
Production begins at Paramount Studios with over 80 years of experience.

**The Studios at Paramount Post Production Services** Booth S205 & S206

**The Tiffen Company** Booth 119  
90 Oser Ave  
Hauppauge, NY 11788  
P: 631-273-2500  
www.tiffen.com  
The Tiffen Company – Leading manufacturer and distributor of Tiffen filters, Steadicam Camera Stabilizing Systems, Dfx standalone and post production software, Lowel Lighting, Domke Video Bags, Davis & Sanford Tripods and Kodak Wratten Filters.



**Times Reader 2.0** Booth 32  
613 South Ave.  
c/o on the Avenue Marketing Group  
Weston, MA 02493  
P: 781-890-2664  
www.nytimes.com

**TMB** Booth S246  
10643 Glenoaks Blvd  
Pacoima, CA 91331  
P: 818-899-8818  
www.tmb.com  
Production supplies and services for the entertainment industry since 1983

**Transvideo International** Booth 71  
11712 Moorpark St. #112 B  
North Hollywood, CA 91604  
P: 818-985-4903  
www.transvideointl.com



Academy of Motion Picture Arts and Sciences Scientific and Engineering Award. Presenting : Cinemonitor HD/SD monitors (2D and 3D), HD/SD wireless systems, and its world-renown line of SD professional monitors. SuperBright models (full sun work)← 3D stereoscopic model (3D HD).

**Total Structures** Booth S236  
1696 Walter Street  
Ventura, CA 93003  
T: 805-676-3322  
www.totalstructures.com



**Tyler Camera Systems** Booth 98B  
 14218 Aetna Street  
 Van Nuys, CA 91401  
 P: 818-989-4420  
 www.tylermount.com

**Ultralight Control Systems**  
 182 Cerro Crest Drive  
 Camarillo, CA 93010  
 P: 805-484-3334  
 www.ulcs.com  
 Manufacturers of rigging gear for cameras, monitors, lights & sound equipment.

**USHIO America Inc.** Booth S101  
 5440 Cerritos Ave.  
 Cypress, CA 90630  
 P (714) 236.8600  
 www.ushio.com  
 Specialty lamp manufacturer of halogen, metal halide, & xenon globes.

**Vantage Film Gmbh** Booth 49  
 Altstrasse 9  
 Weiden, 92637 Germany  
 P: +49 961 634 9650  
 www.vantagefilm.com  
 Vantage Film GmbH – Equipment rentals

**VariZoom** Booth 64  
 P.O. Box 201990  
 Austin, Texas 78759  
 Ph: 512-219-7722  
 www.varizoom.com  
 VariZoom is the world leader in the innovation and manufacture of Video Production Tools.

**VER – Video Equipment Rentals**  
 912 Ruberta Ave.  
 Glendale, CA 91201  
 P: 818-956-1444  
 www.verrents.com  
 3D for Broadcast and Digital Cinema. VER is committed to excellence and 24/7 technical support.

**Visio Light Inc.** Booth S237  
 7F, NO. 249, Jian 1st. Rd.  
 Jhong He City, Taipei 235 Taiwan  
 P: 886-2-2226-2359  
 www.visiolight.com  
 Lighting for the professional broadcast and still photography market.

**Visions In Color** Booth 141  
 2101 W. Burbank Blvd.  
 Burbank, CA 91506  
 P: 818-566-1114  
 Distributing only the world's finest stage and studio lamps made.

**Walter Klassen FX** Booth 44  
 353 Eastern Ave #107  
 Toronto ON, M4M1B7  
 CANADA  
 P: 416-778-7848  
 www.walterklassen.com  
 Back mounted harnesses, Sidestep III, Gorelink hand held system

**Warner Bros. Studio Facilities** Booth 113  
 4000 Warner Blvd.  
 Burbank, CA 91522  
 P: 818-954-4000  
 www.wbsf.com  
 Production rentals & services - set lighting and grip equipment.

**Wolfram Inc.** Booth 42  
 1309 Doker Dr, Unit B  
 Modesto, CA 95351  
 P: 209-238-9610 www.wolframlights.com  
 Leading Manufacture of Metal Halide Lamps for the Entertainment Industry

**Women in Film** Booth 81  
 6100 Wilshire Blvd. Suite 710  
 Los Angeles, CA 90048  
 P: 323.935.2211  
 www.wif.org  
 Non-profit organization dedicated to helping women achieve their highest potential

**Yellow Jacket, Inc.** Booth 39  
 2350 E. Central Ave.  
 Duarte, CA 91010  
 P: 626-357-7051  
 www.yjams.com  
 If it's not Yellow and Black it's not the Original.

**Zacuto** Booth 74  
 401 W. Ontario St. Ste. 250  
 Chicago, IL 60654  
 P: 312-863-3456  
 www.zacuto.com  
 Custom camera packages and accessories.

**ZGC, Inc. / Cooke Optics** Booth 67  
 264 Morris Ave.  
 Mountain Lakes, NJ 07046  
 P: 973-335-4460  
 www.zgc.com  
 ZGC Inc – Distributor: Cooke Optics, P+S Technik – Film/Video Acquisition/Post Accessories

  
**ScriptE™**  
 Now available for Mac and PC  
**“Go Digital or Go Home.”**  
 Digital Script Supervision Software Systems  
 Featured in *FilmMaker Magazine* Winter Issue 2010  
 Free Demo Download  
[www.ScriptESystems.com](http://www.ScriptESystems.com)  
 NYC 917-991-7465 LOS ANGELES 310-744-4987

# The most trusted name in cable protection.

**GUARD DOG CABLE PROTECTORS**

- Multiple channels & sizes for various cable diameters
- Hinged lid cover makes placing and removing cables easy
- Transport/Storage Carts Available

ADA accessories available 

**1.875" HIGH WITH 1.325" CHANNEL HEIGHT (5 channel model)**

**5 CHANNEL**  
**3 CHANNEL**



**CROSS-GUARD ADA ACCESS COMPLIANT**

- Gently sloped, slip resistant ramps provide safe crossing point
- One person installation - no tools required
- Lightweight, 36 inch wide, modular system

ADA Compliant 

*Guard Dog Cable Protectors with Cross Guard Ramps*



**GUARD DOG LOW PROFILE PROTECTORS**


**INDUSTRY'S LOWEST PROFILE DESIGNS!**

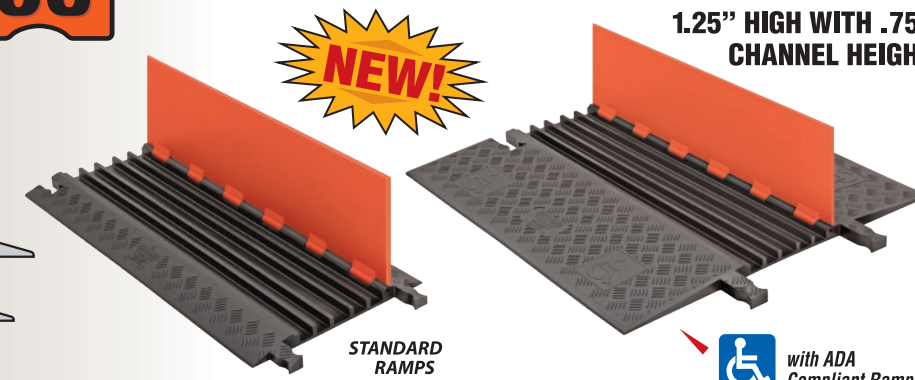
- 5, 3, 2, or 1 channel options
- Available with or without ADA Compliant ramps

**NEW!**

**1.25" HIGH WITH .75" CHANNEL HEIGHT**

**5 CHANNEL** **3 CHANNEL**  
**2 CHANNEL** **1 CHANNEL**

**STANDARD RAMPS**  *with ADA Compliant Ramps*



**RAMP-RUNNER TRANSPORT CART**

- Easy and convenient way to transport or store multiple cable protectors or ADA ramps
- Rugged, tubular steel frame construction
- Durable powder-coat paint finish

**4 WHEEL STANDARD CART WITH FRONT WHEEL LOCKS** **4 WHEEL HEAVY DUTY CART WITH HANDBRAKE**



Made in USA

**CHECKERS INDUSTRIAL SAFETY PRODUCTS, INC.**

[www.cableprotector.com](http://www.cableprotector.com)  
 800-438-9336 • FAX: 720-890-1191

**VISIT BOOTH #19**



# Sponsors

DIAMOND



PLATINUM



GOLD



SILVER



LA 411

BRONZE



SUPPORTING



# Industry Partners



# Media Partners



congratulations

# VOLKER BAHNEMANN

Congratulations to our friend and mentor

on the Lifetime Achievement Award

— Your Team at ARRI

WWW.ARRI.COM





Booth # 123

# A Radical Departure

from the cold  
digital world.

Introducing a bold new filmmaking tool:  
FUJIFILM Eterna Vivid 500T color negative film  
stock. Unsurpassed blacks, vibrant color, enhanced  
sharpness – from the innovation leader you've  
trusted for 75 years.



**FUJIFILM**

[www.fujifilm.com](http://www.fujifilm.com)

(888) 424-FUJI

See our special demo film  
at the Paramount Theater  
Friday and Saturday.  
Visit us at Booth #123.