

## Digital Cinema Report – Internet-based clipping

### **NAB 2004: The Report - *Mon, 17 May 2004***

#### **Is This Really the Start of Something Big?**

You could feel the energy at this year's National Association of Broadcasters Convention held in Las Vegas April 19-22. Nearly 100,000 people from all over the world crowded the exhibition hall and the mood was more upbeat than it has been in years. The only question now is can this momentum be sustained.

Weeks later all the evidence seems to suggest the answer to that question is yes. Companies that reported sales at the show have confirmed them in the follow-up and, in many cases, announced additional sales. This pattern seems to hold true across all markets but if there is a single factor driving production's current upsurge it is the universally held belief that not only is HD really here, it is ramping up fast.

Any company involved in production or post-production that does not have HD capabilities today is in serious danger of falling behind the times.

This movement to higher quality production standards is also having the somewhat ironic effect of strengthening the value of 16mm and 35mm film for acquisition and post houses in the bigger markets are enhancing their digital intermediate capabilities.

To meet this increasing demand manufacturers unveiled an impressive number of new tools and many also showed early production models and prototypes of technology that offer clues as to what the production landscape will look like in the coming years.

At a show this large it is impossible to see all the exhibits but here are a few of the highlights:

#### **Post-Production**

One of the buzzwords at this trade show was workflow and it relates to the fact that post-production processes are changing because of both customer demand and technological advancements. While it is not new for producers to demand higher and higher quality images what is new are some of the tools post houses can now use to meet those demands.

There were other post-related buzzwords as well such as digital intermediates and 3D.

Products with 4K capabilities were the norm on the NAB show floor this year and several manufacturers were highlighting things that boast 8K resolution.

Nucoda Ltd. was showing its resolution-independent Film Master system designed for high definition mastering, digital intermediates and theatrical trailer finishing. With the system users can conform an entire motion picture and then access editing, digital grading and visual effects tools.

Nucoda announced that one of India's leading digital effects companies, Prasad EFX, has agreed to purchase four systems. Prasad EFX, part of the media entertainment giant, the Prasad Group, will begin using the first Film Master immediately to conform and finish a number of new movies including Lakshaya, starring Amitabh Bachan, Hrithik Roshan and Preity Zinta. The three other systems will be installed during the next few months.