



RED Digital Cinema Turns to IGI For "Epic" Hollywood Debut



It would be hard to argue that any other company has had a bigger impact on Hollywood's transition to digital cinema than RED Digital Cinema. Founded by film and photography aficionado, Jim Jannard, the founder of the famed sunglasses and fashion company, Oakley, RED has taken the Hollywood filmmaking industry by storm. Several thousand RED ONE® 4K resolution (4096 x 2160) digital cinema cameras have already been sold since its 2007 release.

Application Story
Cinema
IGI | Custom

RED Digital Cinema
Hollywood, CA
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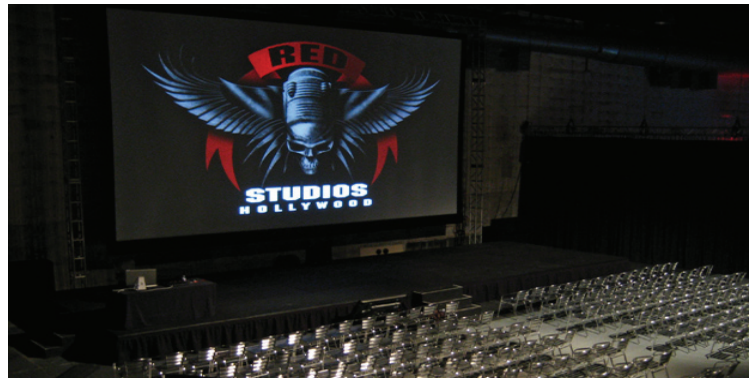


When RED wanted to formally announce its new EPIC™ digital cinema camera with its new Mysterium X™ 5K sensor to several hundred filmmakers, it organized a special event on January 16, 2010 at Ren-Mar Studios in Hollywood (now called RED STUDIOS HOLLYWOOD since the company just purchased the historic facility). And it called on IGI to set up a state-of-the-art 4K projection system to display the stunning 4K demo clips it had shot for the product introduction.

IGI installed and calibrated Sony's new SRX-T420 4K projector to light up the 35' wide screen inside Stage 4 with 21,000 lumens of the best RED 4K footage Hollywood had ever seen. RED insisted on faultless 4K picture quality since the audience for the event would include highly critical members of the Cinematographer's Mailing List (CML), the American Society of Cinematographers (ASC) and RED users. After being perched atop a 14-foot scaffold, the Sony SRX-T420 projector was precisely calibrated to stand up to the most critical eyes in the entertainment industry.

In addition to the main stage projection system, IGI also furnished two of its IGI PowerWindow | 4K Portable displays for the adjacent technology demo area. ASSIMILATE used one of them to demonstrate its 4K finishing solution, SCRATCH, and LIGHTIRON Digital, a Los Angeles-based post production house utilized the second IGI PowerWindow | 4K to demonstrate its new Quantel Pablo 4K non-linear color correction and digital intermediate system. Some of the world's best cinematographers, including Academy Award® winners, saw the spectacular 4K image quality of the IGI PowerWindow | 4K firsthand.

LIGHTIRON founder, Michael Cioni, said that the image quality of the Sony SRX-T420 as installed by IGI was the best he's ever seen. "The image quality was absolutely amazing," said Cioni. "I think a lot of my industry colleagues will agree with me when I say that this was really the first time that 4K mastered imagery has had a projection system that does the pictures justice. The new RED Mysterium X sensor combined with the Sony 4K projection system that IGI set up and calibrated really impressed supporters and skeptics alike here in Hollywood. I think it would be hard for anyone in the industry who saw this to say they weren't truly excited by current state-of-the-art 4K digital cinema potential."



IGI's president and founder, Pat Hernandez, was pleased to have the company's technical capabilities on display in front of several hundred Hollywood filmmakers. "We have committed ourselves to serving the needs of this industry by developing 4K display solutions for production and post production uses," said Hernandez. "As the industry transitions to an all-digital, 4K production process, we believe that filmmakers will turn to IGI for 4K display systems that will help them produce better films faster and with more confidence in the final result."

Finally, RED founder Jim Jannard had this to say. "IGI is one of the more important partners to RED and one of the key pioneers in helping facilitate 4K projection, which is rapidly becoming the new standard of delivery. They have continually supported our REDucation events with their IGI PowerWindow | 4K display which allows RED cinematographers to see their work during classroom sessions in native 4K resolution on a large screen, many for the first time. When we acquired our RED STUDIOS HOLLYWOOD, IGI set up a 4K projection system in one of our stages that is beyond any shadow of a doubt the best 4K digital projection I have ever seen. With the full range of RED products, RED Studios Hollywood, and the 4K projection expertise of IGI we now have the capability to demonstrate the full 4K digital cinema experience to the industry exactly as we originally envisioned it."