**Topic:** How has the Move to Digital Affected the Creative and Creation Process in the Film Industry?

**Date:** Tuesday December 11th, 2012

**Time:** 7:00 PM

**Location:** Theatre One
Technicolor Services
49 Ontario Street

**Google Map link:** http://goo.gl/maps/W3oaZ

**Arranged By:** Sylvia Fantin and Tony Meerakker

**Sponsors** Arri, Canon, Christie, Dolby, Tektronix, Technicolor

Digital technology continues to push change in the film industry. This is evident with Kodak's recent challenges and with the closing of all the film labs in Toronto and most of Canada. From content acquisition through to the distribution network the move to the digital platform is all around this industry. Tonight you will hear from industry leaders discussing how the move to digital has assisted or hindered the creative and creation process for Film and Television production workflows.

**Brian Reid,** Technical Operations Manager, Technicolor

Brian will discuss the advancements in digital color space. Camera technologies from manufacturers such as Red, Arri, Sony, and Canon all offer different recording / output formats. Brian will talk about Technicolor's CineStyle, color conversions, LUT's and what can happen when you mix them and also introduce linear materials into the workflow. He will also talk briefly about how moving from film log space to ACES changes everything.

**Randy Perry,** Senior Commercial Colorist, Technicolor

Colorist’s are now offering their talents during the acquisition / shooting stage of the film making process. Shooting decisions are made with their input. Randy will demonstrate techniques available and how they are used during the onset color correction process.

**Peter Armstrong,** Manager, Digital Intermediates & Mastering, Deluxe Post Production

Peter will discuss where theatre technology is today and how the introduction of digital projection has made the cinema viewing experience much closer to the Director of Photography's vision than was ever possible with 35mm film. He will also discuss the colour and imaging issues with the current 3D cinema projection systems and provide insight into the technology coming soon to improve both the 2D and 3D cinema viewing experience.

The SMPTE Board of Managers will meet in Technicolor Boardroom 1 starting at 4:45 PM.

**Holiday hors d’oeuvres & refreshments will be provided at 6:00pm. There will be no break between presenters.**

**Members Only. Registration to this event is required due to limited seating space (45).**

**Parking in the area – 130 Berkeley Street, 323 Richmond St East, street parking**

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