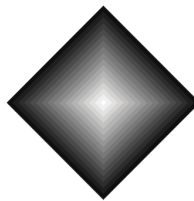


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Light Illusion
THE ART & SCIENCE OF DIGITAL IMAGING
Calibration LUTs 3D Cubes Gamma Curves

Press News from Light Illusion – for immediate release

“And They’re Off...”

Filmed on Canon 7D with Light Illusion Gamma Curves

London, 16th June 2010, US Indie film, “And They’re Off” has been captured by Ulf Soderqvist predominantly using Canon’s 5D and 7D cameras, enhanced by the use of Light Illusion designed Gamma Curves aim at maximising the capture capabilities of these ostensibly ‘stills’ cameras.

“And They’re Off” is directed by Rob Schiller (“King of Queens,” “Two and a Half Men”), and penned by Alan Grossbard with Grossbard (“Zerophilia”), Pamela Fryman (“How I Met Your Mother”) and Howard Bolter as producers. The film portrays a failed horse trainer desperately trying to get back into the winners circle.

Sean Astin and Cheri Oteri top this independent comedy, set in the world of US thoroughbred horse racing, and includes Martin Mull, Mark Moses, Gigi Rice, Lil’ JJ, Peter Jacobson, Mo Collins, Alex Rocco, Luis Chavez and Kevin Nealon, with horse trainers Bob Baffert and Doug O’Neill playing themselves.

DoP Ulf Soderqvist says of the shooting experience, “I exclusively used the Light Illusion curves on the feature film “And They’re Off...”. The bulk of the film was shot outside, and in many of the scenes we had situations where the range of exposure was quite extreme. Using the super flat Light Illusion curve helped me to capture scenes that would have required quite a bit bigger lighting package, bigger crew and more days. Thank you Steve for making serious film making possible on the Canon 5D/7D!”

The Light Illusion Canon Gamma Curves have been developed on the back of the very successful Sony CineAlta Gamma Curves that Light Illusion has been providing for some time, and have become something of an industry standard.

“Making curves for the Canon cameras was not an our initial intention”, says Steve Shaw, CEO of Light Illusion, “but we were inundated with requests, and after some experimentation and testing came up with a batch of three curves that do seem to be being well received.”



Fellow US based DoP Art Adams adds, "I've shot two 7D projects, one with the Light Illusion curves and one without. I've seen the difference, and from now on I won't shoot a 5D or 7D project without them!"

The band Pink Martini held a music video contest for their newly released album, and Art shot one of the entries using a Canon 7D, hard light and white mime makeup. "I was really impressed by how the curves held detail in the highlights. The white makeup could have been a disaster, but there's a lot of subtle detail visible in the talent's face and no sign of clipping. It really was a pleasant surprise" concludes Art.

The submission can be seen at: <http://vimeo.com/12182028>

ENDS

About Light Illusion

Light Illusion is the industry-leading consultancy in digital cinematography and digital intermediate workflows, with support provided globally to production and post-production operations, as well as to equipment manufacturers. Steve Shaw and Sundeep Reddy have numerous credits for feature film DI and grading work, as well as acting as digital film technologist and supervisors in building operational production and post workflows.

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