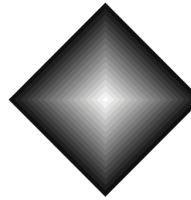


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Press News from Light Illusion – for immediate release

## **Light Illusion Takes Indian DI International**

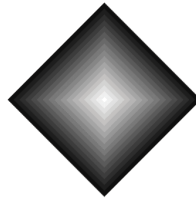
*London, 19 January 2010*, UK DI consultancy Light Illusion reports a growing business in assisting international digital intermediate projects looking to work in India. To date, two international film projects have been completed under Steve Shaw's (Light Illusion CEO) supervision where he also acted as lead DI Colourist. Four further projects are already lined-up for Indian-based DI in 2010.

The first request for Light Illusion's assistance came in October 2009 from UK based INDY UK Films. Shot in the UK, indie film 'Freight' was directed by Stuart St. Paul, and shot on RED One cameras. As it turned out, this DI was completed totally remotely from the UK, as other commitments prevented any of the production team attending the DI sessions. This left Steve totally responsible for the project's DI work in India.

In December 2009 a second European film requested assistance from Light Illusion's DI talent for its Indian-based DI. 'Five Day Shelter', an Irish indie film, shot on 16mm and produced by Red Ray Films under the stewardship of Liam O'Neil and Villi Ragnarsson. Liam, along with editor Frank Reid and sound designer Alex Leonard, travelled to India with Steve for the DI, as well as making the sound mix and deliverables there too.

Steve explains the reasons behind this different approach to international DI work. "India has a great love of film and has built an international reputation for creativity, technology and, more recently, quality. Historically, much backroom non client-attended VFX work has gone to lower-cost Indian-based facilities, but not client-attended on-line finishing work. With serious investment in high-end DI systems India can now offer a very viable alternative for DI finishing including film, video and DCP deliverables, combined with significant budget savings."

The Indian film industry has become a hot topic with Indian-based film companies, production and post, expanding and investing overseas. Also Indian-based post facilities have been investing in next-generation Digital Intermediate systems, building their DI capabilities to match those around the world. This has made Indian post facilities internationally competitive in capability and at lower operational costs. Indian facilities can now provide quality DI services at very cost-effective rates.



Steve adds, "This is an international business workflow that is likely to continue, especially as lower-cost digital cinematography cameras are enabling more production companies to realise their shooting dreams, while post-production costs can still be prohibitively expensive. In these cost-conscious times, the lower cost of India, combined with the availability of international-level equipment and creative talent, is attracting the attention of productions for the savings they can make."



Five Day Shelter



Freight

## ENDS

*Note: More images from the films mentioned can be seen at: [www.lightillusion.com](http://www.lightillusion.com). If high resolution versions are required please contact Steve Shaw directly on [steve@lightillusion.com](mailto:steve@lightillusion.com).*

## 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, CEO, has numerous credits for feature film DI and grading work, as well as acting as digital film technologist in building operational workflows.

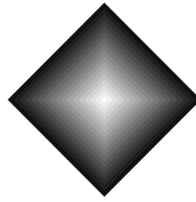
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