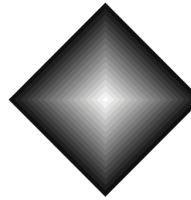


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**Light Illusion**  
THE ART & SCIENCE OF DIGITAL IMAGING  
Calibration LUTs 3D Cubes Gamma Curves

Press News from Light Illusion – for immediate release

## **Light Illusion To Open Indian Digital Film Consultancy and Support for SGO Mistika**

*London, 22<sup>nd</sup> February 2010*, UK specialist digital film consultancy Light Illusion announces the launch of its new consultancy, Light Illusion India. Along with its technical consultancy it also provides technical and creative support for SGO's Mistika DI system.

Light Illusion India provides technical, logistical and creative assistance for digital film operations throughout the Indian film industry. The consultancy's co-founder and partner, Sundeep Reddy, has been working alongside Light Illusion's CEO Steve Shaw at Gemini DI, Chennai, over the last 12 months. With a wealth of experience in the film and digital industries Sundeep Reddy spearheads Light Illusion India, aiming to extend Light Illusion's world-renowned technical and creative digital film support to existing and up-coming Indian film post and production operations. The focus is on building high-end DI facilities with state-of-the-art technology and workflows, combined with the best creative capabilities. The consultancy operation includes a focus on the growing 3D stereoscopic market, where Light Illusion already has considerable experience.

Sundeep Reddy has a wide range of feature film DoP credits. He follows on from his father, S. Gopal Reddy, a DoP with over 30 years experience and in excess of 110 features to his credit, and also a two-times Filmfare award winner. Sundeep has spent the past year immersed in the art of digital intermediate operations, as well as introducing the Arri D-21 to Indian cinematographers.

Light Illusion India also acts as a consultancy for SGO, to help evolve and promote 'Mistika' its flagship DI system. Steve Shaw comments, "Mistika has been gaining a lot of popularity in the post-production quarters of Europe, and continues to define and lead the stereoscopic 3D revolution with efficient workflows and its advanced creative DI toolsets."

Light Illusion India is also supporting the full range of technical and creative tools developed and supplied by Light Illusion in the UK. These include the ever-evolving 3D LUT Builder with the X-Rite Hubble probe interface that is used worldwide to generate true 3D colour calibration LUTs (cubes) for



use in highly controlled colour viewing and grading environments. Also supported is the range of gamma curves for Sony CineAlta cinematography cameras, which have become industry standards for capturing the high contrast lighting situations that are familiar to many digital filmmakers. Curves are now also available for Canon EOS DSLR cameras.

## **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 in building operational workflows.

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