

Press Release

Potsdam, 05 March 2008

HD "hands-on" plus top-notch international speakers: the programme of the international symposium INSIGHT OUT at the Academy for Film & Television (HFF) „Konrad Wolf“ is now complete!

The new working processes for digital film production are at the centre of this year's programme for the international symposium INSIGHT OUT / HFF Academy 2008 from March 10 to 15: renowned speakers from Europe and America will talk in a programme of lectures about their experiences and practical work in high-definition formats for D-Cinema and HDTV. Parallel to this, the HD Expo will be staged over two days where filmmakers themselves can try out digital technology to the value of over 1 million Euros.

A complete digital production chain will be presented publicly for the first time in the Berlin-Brandenburg region at the **HD Expo** in the HFF on March 11 and 12: from a set with six digital cameras through digital editing and colour correction systems to the creation of the DCP (digital cinema package). What is special here is that not only that the manufacturers will be presenting their products, but the visitors to the HD Expo can also be present when a scene with actors is digitally shot and processed. Naturally, they will also be able to try the systems out themselves! The following equipment will be available on-site: Red One, Sony F23, Arri D20, Canon XLH1, Panasonic AJ-HPX3000, Quantel IQ and Pablo, Avid DS Nitris and Media Composer, Apple Final Cut Pro, and much more.

As part of the lecture programme, working with the brand new Red One will be presented as a technical highlight. This digital film camera is one of the few which can already record images in the digital top-line standard of 4K and economically produce picture quality comparable to 35mm. Stefan Grandinetti, cinematography graduate of the HFF Potsdam, was the DoP on the first deployment of a **Red One** in Germany. In January 2008, a trailer was shot for the planned horror film „Cold Storage“. Together with **Axel Mertes** of Magna Mana Productions, the camera's proud owner, Grandinetti describes the required new workflow for this camera on the set as well as in the postproduction.

Another highlight of this year's programme will see **Gerald Gutschmidt** coming to Potsdam to speak about his work on **TRANSFORMERS**. The extremely successful feature film has set new standards with its visual effects. The creation of the convincing „Transformers“ was in the hands of Industrial Light and Magic: founded by George Lucas in 1975 for „Star Wars“, ILM is today the world's largest and - with 14 Oscars to date - also most successful production house for visual special effects. The German **Gerald Gutschmidt** has been working for nine years at ILM as a Computer Graphics Supervisor, his projects included „Mars Attacks!“, „Men in Black“, „Mission Impossible 3“, „Pirates of the Caribbean 2“, and „Iron Man“

Working is not only going on at the moment in Hollywood for some big **3D projects** (e.g. James Cameron's „Avatar“), exciting 3D productions have already been realised with comparably low budgets here in Europe as well. These will be presented, naturally with stereoscopic 3D projection at the HFF, by Harald Näther (DVC Digital Video Computing GmbH), Florian Maier (P+S Technik) and Alaric and Jérôme Hamacher (Virtual Experience).

Prof. Martin Steyer, vice-president of the HFF and the new programme director of INSIGHT OUT since Prof. Ulrich Weinberg's move from the HFF to the Hasso Plattner Institut: „We are very pleased to be able to offer such a varied and top quality programme this year. In particular, the connection between the lectures from international experts with the practical work during the HD Expo should give the INSIGHT OUT participants the ability to grasp the complex technologies and questions and have a basis for making a decision about their next production.“

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But INSIGHT OUT is not just about passing on knowledge. The symposium also offers the 50 participants from 23 countries a platform to make new contacts - both among themselves as well as with filmmakers from the region.“

This networking function is furthermore intensified by a match-making dinner initiated and supported by Medienboard Berlin Brandenburg in cooperation with production.net berlin-brandenburg. The participants of the symposium have an opportunity here to get to know filmmakers from Berlin and Brandenburg and exchange experiences with them.

Other trainers at INSIGHT OUT include: Manfred Büttner (VFX for „Run Lola Run“, „Oliver Twist“); Mike Christmann (consultant for digital workflow and D-Cinema technology for, among others, „Babel“ and „Black Dahlia“), Joe Lewis (Motion Control for „King Kong“, „Lord Of The Rings“), Nik Powell (producer of „The Crying Game“, „Ladies For Lavender“); Martin Steyer (vice-president of the HFF and sound engineer for the cinema mix for „Resident Evil 1“, „The Last King Of Scotland“). Expected from Norway are Helge Semp, Vengard Eriksen und Egil Ljøstad who will speak about their work on the HDTV-produced drama „Sky Blue“ which was shot in 2K under difficult climatic and geographical conditions in the far north of Norway.

The symposium INSIGHT OUT / HFF Academy is being held now for the fourth time from March 10 to 15, 2008 at the Academy for Film & Television (HFF) „Konrad Wolf“ in Potsdam-Babelsberg. Under the banner of „Just do it in HD!“, the training programme with renowned speakers of the international production scene is geared to participants from Europe, the Southern Mediterranean region and Asia.

The goal of the INSIGHT OUT programme is to give filmmakers sound knowledge and practical experience so that they can decide for or against digital production methods for their next projects. The advances in the technological development are shown and illustrated with practical examples. The participants can experience experts at work on an international level and make contacts for their next film projects.

The training programme INSIGHT OUT is aimed at decision-makers from the film, TV and media industry as well as productions, cinematographers, postproduction experts, media academics, journalists and film school teachers.

INSIGHT OUT is organised by the Academy for Film & Television (HFF) "Konrad Wolf" and supported by the EU via the MEDIA Programme. The partners for the international HFF Academy INSIGHT OUT are Medienboard Berlin Brandenburg GmbH and European Broadcasting Union, as well as leading companies as sponsors.

The Academy for Film & Television (HFF) "Konrad Wolf" is the oldest and largest training institution of its kind in Germany with its 550 students in 11 courses of studies. The artistic and practical training is conducted on the highest level thanks to the latest technology and experienced teaching staff - intensive contacts link the HFF on a national and international level with numerous academies, universities and research institutions in the field of film and television.

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