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Nth Degree Taps Cine-tal Systems' Cinemage for Color Work

New York-based Creative Studio Uses LCD Display in Tandem with Autodesk Flame

INDIANAPOLIS, July 22, 2008 - Nth Degree, the New York City-based motion graphics design and production studio, has acquired a Cine-tal Systems Cinemage LCD display system for critical monitoring of color correction and visual effects sessions conducted via an Autodesk Flame platform. The company, whose clients include CBS, the History Channel and Speed, plans to use Cinemage for broadcast design, advertising and other projects.

Already, Nth Degree has employed Cinemage on several projects, including post work for a series of short independent films featured during Pangea Day, an international multimedia event broadcast live around the globe. Flame artist Josh Laurence used the Cinemage monitor while performing final color correction for films whose combined running time exceeded six hours. The films originated in a variety of media, ranging from 35mm film and high definition video to consumer grade digital video and even cell phones. During the Pangea Day event, the films were screened on giant screen monitors at venues located in Cairo, Kigali, London, Los Angeles, Mumbai and Rio de Janeiro. According to Laurence, Cinemage was an invaluable aid in giving the films a consistent look that could hold up to large screen display. "Many of the films were made under less than optimal conditions; in some instances the color was washed out, or the contrast or saturation was gone," he recalled. "We had just three weeks to make sure everything looked good."

The image delivered by the Cinemage monitor was consistent and accurate. "The color is good side to side and top to bottom," Laurence said. "There is no banding, I get great color representation and it gives me incredible control."

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Laurence also used Cinemage to perform final color correction for *Ai*, an independent short by writer/director/producer Raffi Asdourian. Laurence performed two color correction passes on the film, one to set the look and a second to apply emphasis to the blood that is a ubiquitous presence in the Samurai inspired tale.

The clarity and accuracy of the Cinemage display allowed Laurence to apply subtle touches with confidence. “The system is easy to use, it does what it is supposed to do, and its color representation is the best on the market,” he said. “It just works.”

About Cine-tal

Cine-tal Systems develops display, collaboration and image processing solutions for digital cinema and video production and post production. Cine-tal is a privately held company based in Indianapolis, Indiana. For more information, call (317) 576-0091 or visit www.cine-tal.com.

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