

Unifying Global Preproduction, Production and Postproduction



UPDATE

SUMMER 2014
THE MOTION ISSUE

THE
LENS
CONVERSATION

DIRECTOR'S SPOTLIGHT

FRANCIS FORD COPPOLA
SETH ROGEN · EVAN GOLDBERG
PHIL LORD · CHRISTOPHER MILLER

ON LOCATION
DAWN OF THE
PLANET
OF THE **APES**
+
HERCULES

**EXTREME
FILMING**

PRODUCTION INCENTIVES

TV & FILM CREWING

ADOBE PREMIERE



EVENT

A LOOK BACK AT

CINE GEAR

Film and TV pros came out in full force to attend the 19th Annual Cine Gear Expo held at the Studios at Paramount in Hollywood, Calif. Top manufacturers, vendors and technicians promoted their newest gear to cinematographers, camera operators, grips, gaffers and other crewmembers who capitalized on a great opportunity to get hands-on experience. The event also offered more than 25 seminars and panels, and honored camera and lens service providers Panavision and Birns & Sawyer for its 60 years of service to the entertainment industry.

2014

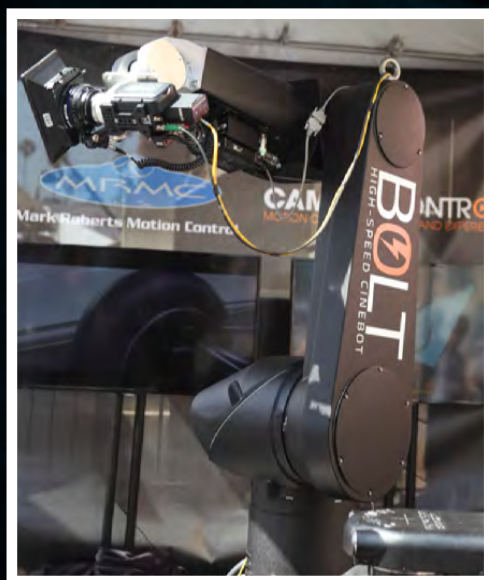
Story and Photos by
Dyana Carmella



Cine Gear 2014 focused on convenience, size and speed, and Ric Halpern from Radiant Images enlightened attendees on how these issues will affect the future of digital technology. "None of us can anticipate or predict where it's going, but one of the things I can be sure of is that technology is only going to get smaller," explained Halpern. "Whether it be the size of the sensors, the size of the optics or the size of the recording mechanism, you are going to have cooler sensors. Everything is going to get smaller and lighter and quicker. And it's going to create freedom for filmmakers, whether they need to just hide something or whether they need to get into environments and in situations where they normally couldn't." Cine Gear also showcased industry innovation, and below are just a few of this year's stand-out products.



Ric Halpern



One booth that garnered a lot of attention was **Camera Control**, which presented the Bolt Cinebot for precision camera moves at ultra high speeds. The Bolt has the ability to get up to speed instantly, and go from back and forth from standstill to high-speed motion in a fraction of a second. With the Bolt arm, the camera can follow falling objects and capture images that would be impossible to do by any other method.
www.cameracontrol.com

Fujinon, the optical devices division of FUJIFILM North America Corporation, showcased its PL 4K and Cabrio cine-style lenses. The company also had the new Premier PL 25-300mm Cabrio ZK 12x25 lens on hand. Equipped with a 35mm PL mount, this lens boosts a high zoom ratio and supports an optical detachable drive unit for electric zooming, focusing and iris.
www.fujifilmusa.com





G-Technology promoted its new Studio Line that features enterprise-class hard drives. The G-RAID Studio is a high-performance Thunderbolt 2 storage system with hardware RAID, while the G-SPEED Studio is a hardware RAID 4-Bay Thunderbolt 2 storage solution. Both systems offer a unique combination of speed and capacity and are the ideal storage solutions designed to save you time in the demanding world of video and photo editing.

www.g-technology.com

Radiant Images presented the Novo, which is the world's smallest cinema camera. It gives users the option of having interchangeable lenses while it remains stabilized during shooting. Weighing only 3.2 ounces, the Novo can fit easily in your back pocket, and offers external toggle buttons to adjust camera settings.

www.novocamera.com



Litepanels unveiled the ASTRA 1x1 Bi-Color panel, which is a pretty amazing product. Built on the legacy of the company's first 1x1 fixture, the ASTRA 1x1 offers a light output of up to four times brighter than Litepanels' traditional 1x1 Bi-Color fixture, as well as high CRI and user-selectable active or passive cooling modes. It's also designed with select, premium-quality surface mount LEDs that are paired with custom-designed TIR optics.

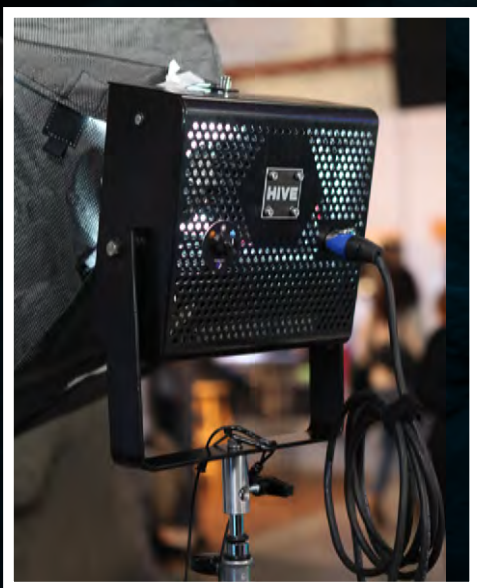
www.litepanels.com



Matthews Studio Equipment introduced the new Polly Dolly, which is great option if you need ultra-smooth camera motion without the bulk of heavy equipment. The compact and portable system also requires basically no prep time. The unit comes with a Polly-Arm that takes it to a whole new level — it's vertically/horizontally adjustable and rotatable in all directions, which allows for even more creative possibilities.

www.msegrip.com

www.pollysystem.com



HIVE introduced its user-friendly Bee Plasma Flood light, which is the company's first "open-face" lighting solution. Using only 276 watts, the light produces virtually no heat in the beam while still delivering high-quality output. The 10-pound unit is easy to transport and offers a 100-degree field with a unique reflector system that creates a bell curve of output distribution.

www.hivelighting.com

Recorded video can be fairly dull, requiring color correction and enhancements in post. The **SmallHD's** DP7-PRO on-camera HD monitor now offers shooters more options via its built-in color grading capability. The monitor allows cinematographers to show directors a preview of the finished product as if an editor touched it up. The recorded "flat video" can be sent to postproduction along with the LUT (lookup tables) from the on-set color grading. Now that is innovation at its finest.

www.smallhd.com

