

# Press Release

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## For Immediate Release

## Axis Post invests in cineo3+ 1080 projector from projectiondesign

Fredrikstad, Norway, ~~5 September 2007~~ ~~12 July 2007~~ – Axis Films based at Pinewood Shepperton Studios in the UK has augmented its already impressive technology roster with the installation of a projectiondesign cineo3+ 1080 projector that uses DLP® technology from Texas Instruments in its digital grading theatre. The projector was supplied by UK distributor RGB Communications via reseller Kaurus on the recommendation of digital film consultancy Digital Praxis ([www.digitalpraxis.net](http://www.digitalpraxis.net)), and was installed by Digital Praxis in conjunction with Kaurus.

It's not the first time that Steve Shaw of Digital Praxis has recommended projectiondesign for such a project, as he explains: "We are a consultancy operation with clients all over the globe – from London to LA, Cape Town to Mumbai. As part of this consultancy, Digital Praxis specifies and sets up Digital Intermediate [DI] grading operations, and has now specified and installed four projectiondesign cineo3+ 1080 projectors in Mumbai, London and Seattle. Many others have been installed independently on the recommendation of Digital Praxis."

In the Axis Films installation, the cineo3+ 1080 is integrated with Quantel's 4K Pablo DI system, which outputs in Dual Link HD 4:4:4 resolution to the projector via a Doremi HD/DVI converter.

"The DI grading process can be applied to material captured via film or digital cinematography," explains Shaw. "The end result can be for 'film' projection, for digital cinema, or even for TV. But whatever the final destination, the projection system used must be capable of being calibrated to match the final delivery format via 3D Look Up Tables (LUTs) as necessary. It also has to be bright enough to illuminate the large screens that are typically used for DI grading."

Reflecting on his choice of projectiondesign, Shaw adds: "The cineo3+ 1080 has the best price/performance ratio of any projector currently on the market that can be colour-calibrated for DI grading work. It's a single-chip device that shows little of the 'rainbow' artefacts or smearing sometimes associated with this technology. I've also been really impressed with projectiondesign's attitude. I've had a number of conversations with them and with RGB Communications, and they both have a high level of interest in developing systems to meet the growing needs of digital film, both for DI and for cinema."

For projectiondesign, Anders Løkke, Marketing & Communications Manager, adds: "DI grading is a very demanding application in which brightness, colour consistency, reliability and support are all key issues. Getting the endorsement of companies such as Digital Praxis and Axis Films, who are right at the cutting edge of this work, is a great vindication of our approach to the digital film industry."

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DLP is a registered trademark of Texas Instruments.

### **About Axis Films**

Axis Hire offers a full range of HD and SD equipment suitable for all needs. Axis Post offers clients true High Resolution post production with the facility's Quantel iQ DI system combining grading, DI, editing, effects, colour grading through to versioning and deliverables. Based out of Shepperton Studios, Axis Films also offers the very best in technical advice and practical know-how.

[www.axisfilms.co.uk](http://www.axisfilms.co.uk)

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### **About Digital Praxis**

With experience in all aspects of digital image technology - including hands on creative post-production operation, production supervision & support, and equipment development & manufacture - Steve Shaw, founder of Digital Praxis, provides both manufacturers and creative end users direct assistance in the development and application of digital technology within the digital imaging market.

With a specialised focus on high-end digital film and digital video technology, from Digital Cinematography through Digital Intermediate (DI) and digital VFX to digital projection and D-Cinema, Steve's knowledge and experience enables client companies to maximise their involvement in the digital film and video imaging marketplace.

For further information on the services provided by Digital Praxis review please contact Steve Shaw directly on [steve@digitalpraxis.net](mailto:steve@digitalpraxis.net) or visit [www.digitalpraxis.net](http://www.digitalpraxis.net). A comprehensive filmography can be found on the International Movie Database - <http://www.imdb.com/name/nm0789981/>.

### **About projectiondesign**

projectiondesign is a Norwegian company that designs, manufactures and markets a range of high performance projectors for professional, business and consumer applications. High resolution simulation and visualization, medical imaging, e-cinema and public displays are its core markets. The projectiondesign professional product range is warranted for 24/7 usage, and the home entertainment range is highly regarded throughout the world. projectiondesign has offices in Fredrikstad (Norway), Gothenburg, Singapore, Milano, Stuttgart, Bilbao, Bombay, Cape Town, London and New York.

For further information about this and other leading products please visit [www.projectiondesign.com](http://www.projectiondesign.com) or contact:

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**RGB Communications Ltd** is the leading UK technical trade distributor of Audio Visual connectivity, control and presentation products for the commercial and residential markets. Founded in 1991, RGB Communications has established a reputation for delivering high quality products backed by totally professional and friendly technical support and service. RGB's commitment to and achievements within the AV industry have been recognised with the prestigious 2002 and 2004 AV Distributor of the Year Awards.

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