

What's New at 1080 Studios

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To: rtprods@msn.com

1080 Studios

What's new at
1080
Studios...?

1080 Studios Newsletter

Spring 2010

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www.1080studios.com



*Camera shown with optional lens and accessories

Happy Almost Spring!

Just like bunnies, we keep adding to our equipment offerings! This time,

we have added another Sony EX-3 XDCAM EX. This additional camera will allow 1080 Studios to offer multi-camera HD productions at standard def pricing.

We have also been using prime lenses on the camera and achieving the shallow depth of field that was once available only on 35MM film projects! I have some stills and Quicktimes to demonstrate that selective focus and special effects we can achieve.

Don't forget that 1080 Studios is offering equipment rental as yet another great service. For a complete equipment rental catalog please call (303) 333-2172 or email me at julie@1080studios.com.

Just as a reminder, you are receiving this newsletter because of the relationship you have with 1080 Studios. If you no longer wish to receive our newsletter please let me know and I will remove you from our database.

Virtual Collaboration



Virtual Collaboration...

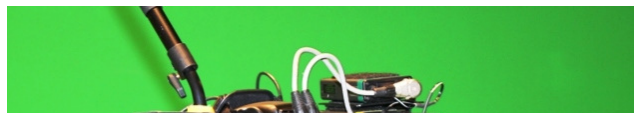
What is it you ask? Virtual collaboration allows us to shoot green screen in Denver, and collaborate with clients, graphic artists, designers and editors anywhere in the world. Using a web-cam interface we have been able to feed the image (what the camera is seeing) and using basic video conferencing techniques give everyone input into framing, dialogue

etc...

For example, on this shoot, the editor sitting in his office in New York City was giving input as to the framing, lighting and positioning of the scenes! This allows great flexibility and no more panic phone calls when the editor receives the footage.

On The Flip Side

On some of our recent productions, we have been utilizing a technique



where we rotate the camera 90 degrees and shoot vertically or in "portrait" mode.

New production styles can require images to be captured in a vertical orientation rather than the traditional horizontal mode. This technique is often used in digital signage, fashion, and event display environments, as well as green screen productions. This technique allows the editor to use the full 1920 lines of resolution to key the subject into the virtual environment.

As always, it is a pleasure to work with all of you. I look forward to speaking with you about your next great production!

Thanks,

Julie Tatlock
1080 Studios

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