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L.A.'s In A Place Productions Selects Cine-tal's Cinemage for DI Theatre

INDIANAPOLIS, July 3, 2008 - In A Place Productions, a boutique post production house newly-launched in Los Angeles, has acquired a Cine-tal Systems Cinemage LCD display for use in critical monitoring of color grading sessions. The Cinemage display is installed in the company's DI theater and will be used in tandem with a Quantel Pablo 4K color grading and finishing system to perform grading and other post work, in HD and SD, for commercials, music videos and television projects. The DI theater is also equipped with a digital cinema projector for grading film projects.

Headed by cinematographers Dominique Martinez and Salvador Lleo, In A Place Productions becomes among the first post houses on the West Coast to employ Cinemage as a color grading tool. "As cinematographers, image quality is of paramount importance to us and, in our opinion, the Cinemage monitor is the best there is," said Martinez.

Martinez added that she and Lleo were equally impressed with Cinemage's advanced features, including its integrated Omnitek Dual Link waveform monitor and vectorscope. "The colorist can perform video analysis and view the image at the same time," she observed. "That helps him do his job faster and better."

In A Place Productions has already used its Cinemage display for several grading projects including music videos for Chris Brown, Switchfoot and Bone Thugs-n-Harmony. The colorist for all three projects was Paul Bronkar.

Cine-tal Systems' Cinemage display revolutionizes critical monitoring for digital cinema acquisition, post production and DI by combining Cine-tal's leading edge IDS (Intelligent Display Server) technology and a calibrated full resolution LCD display. Cinemage provides quantitative video analysis, color pre-visualization, video signal quality assurance, real time collaboration between acquisition and post production, and an integrated Omnitek Dual Link Waveform Monitor and Vectorscope.

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About In A Place Productions

In A Place Productions is a small, privately-owned post production house centrally located on Laurel Canyon Boulevard in Los Angeles. Built out of a glamorous, 1920s hunting lodge once owned by Mary Pickford and Douglas Fairbanks, the studio provides clients with a talented artist and a comfortable, boutique-style DI suite. Featuring Quantel's Pablo 4K system, the studio specializes in color correction, VFX, and DI work. As cinematographers, the owners of In A Place Productions have their mission set to create an environment that provides great talent working with technically superior machinery, so that clients have the creative freedom to tell their stories. In A Place Productions is located at 2044 Laurel Canyon Boulevard, Los Angeles, CA 90046. For more information, call (323) 656-8412 or visit www.inaplaceproductions.com.

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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