



## AWARDS

IBC2007 Award  
Winners

IBC2008 Awards

IBC2008 Nominees



## Innovation Awards Shortlisted Projects

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## IBC2006 Innovation Awards - Creation Category Shortlisted Project

### Project Title: Digital Cinematography - What Love Is

#### Grass Valley

The introduction of true digital cinematography cameras such as the Grass Valley™ Viper FilmStream™ camera into the world of Hollywood movies is bringing about a transformation in the way that directors and cinematographers work. Instead of shooting on film then waiting until it is processed and printed before even seeing the look that has been captured, let alone working on the finished look, a digital workflow allows the director and cinematographer to collaborate at the time of shooting.

On the recent independent movie What Love Is director Mars Callahan and cinematographer David Stump used four Viper cameras simultaneously. The raw output of each camera was recorded independently. Each camera was also fed via a Grass Valley LUTher colour space converter to an Apple Cinema Display on set, so the director could monitor, in something like true colour, each camera. This output was also sent to Final Cut Pro for the editors to start work immediately.

Using new software from Technicolor, called Digital Lights™, the colour decisions made on set were captured and used in post production to form the basis of the final grade, giving the colorist the clearest possible indication of the director's wishes to be refined using all the tools of the digital intermediate colour suite.

In a single workflow the director could work at his own pace to coax the best out of his cast; the cinematographer and director could match four cameras and create a close approximation to the final colour balance, in real time on set; and the editors and colorist were working from the start with a clear indication of the director's intentions. The result is a creatively highly satisfying movie, made in a highly compressed timescale on an independent budget, without any compromises.

More info at: [www.grassvalley.com](http://www.grassvalley.com)



Viper set up illustration on the set of *What Love is*



On the set of *What Love Is*



Camera on Cuba Gooding Junior on the set of *What Love Is*

### **Team Details**

**Mark Chiolis, Senior Marketing Manager / Strategic Marketing Grass Valley**

**Jan Eveleens, General Manager / Imaging Business Product Line, Grass Valley**

**Richard Everitt, Product Manager / Viper FilmStream Camera, Grass Valley**

*"IBC has grown into the leading forum for digital cinema: production, post production and distribution of movies using digital technology. It is therefore apt and exciting, that a project which uses digital cinematography and color space management to bring real advances in productivity and creativity should be shortlisted for the first IBC award for the innovative application of technology in content creation. In developing this solution we brought together a technology supplier – Grass Valley – and a service provider – Technicolor. It was this collaboration that allowed us to meet the creative challenges set by director Mars Callahan and cinematographer David Stump, ASC."*

**Mark Chiolis, Grass Valley**

**Collaborators**

Plus 8 Digital

Technicolor Content Services / Technicolor Digital Printer Lights

Big Sky Motion Pictures

Apple