



PRESS RELEASE

**Rogue Element Films brings
4:4:4 Digital Cinematography Services to Market**

Evesham, Worcestershire, UK, 8 August 2006 – Rogue Element Films is offering their film, drama and corporate clients a one-stop Digital Cinematography service to support all programme and production needs.

Rogue Element Films stocks premium quality digital film equipment which can be used as a package. This includes a Grass Valley™ Viper Filmstream™ digital cinematography camera from Thomson combined with a Zeiss DigiPrime lenses set for shooting and a Sony SRW-1 4:4:4 RGB field recorder for recording of data. A Cinemage Cine-tal LCD monitor for 4:4:4 monitoring has also been added to the comprehensive equipment list.

A technical advisory service combined with an extensive knowledge of digital film making, whether it be extremely accurate and high resolution 4:4:4 RGB colour space, Superior Recording (SR) Tape format capture or Data Disk capture is also offered.

“We provide the best in digital cinematography that is currently available to the market today combined with solid, independent advice on what is the correct equipment for your project, even if that means recommending film. Rogue Element Films also has easy access to third-party post production and film services” explains Dan Mulligan, Director of Photography at Rogue Element Films.

The superior image quality and flexibility of the high-end 4:4:4 digital imaging is gaining a strong foothold as it is being used in many projects across the UK. Recent projects include filming of all footage on Last of the Summer Wine 06 series for the BBC, a promotional video for Panasonic Consumer Products and a music video shot in 4:4:4 green screen and combined with state-of-the-art computer graphics for UK band Liberty X for Diablo Music.

ENDS

About Rogue Elements

Rogue Element Films is a highly-experienced and leading supplier of high definition camera and digital cinematography services to clients within the film and television industries. Each job can utilise the Thompson Grass Valley Viper FilmsStream camera, Zeiss DigiPrime Lenses, 4:4:4 Sony SRW-1 recording deck, play-out decks, field monitors and ancillary equipment. This equipment also available for dry hire.

www.rogueelements.com

Contact:
Dan Mulligan
Rogue Element Films

Phone: +44 (0) 7866 447564
Email: info@rogueelementfilms.co\m

Katinka Allender
PR Consultant
Phone: +44 (0) 1865 409977
Email: katinka@katinka.org.uk