



PRESS RELEASE

Rogue Element Films shoots new 'X' music video for Liberty X in 4:4:4 RGB green screen

Evesham, Worcestershire, UK, 9 September 2006 – Footage for the red hot music video for the hit single 'X' from UK band Liberty X was operated by Daniel Mulligan, director of photography (DOP) at Rogue Element Films. In what is accepted to be the first UK music video to be shot using a 4:4:4 RGB green screen methodology, it was first broadcast on The Box Interactive Music Channel on 12 May and will also be shown across major UK broadcasting channels. The music single will be released on 26th June.

In making the music video, Mike Unwin, Director / Producer explains, "We wanted to create a futuristic and urban look that included a lot of city-scape images. This involved a lot of computer generated images (CGI) combined with staged studio and action shots."

Unwin adds "We find Dan at Rogue Element Films to be supremely calm, pragmatic and technically competent at his job. He is a real asset on set as aside from being a great operator, he also has very good technical troubleshooting skills which are essential in such a complex setup. There are several major advantages to shooting HD in full-bandwidth 4:4:4 colour space for green screen work, including a fast and informative workflow in the studio, combined with the best possible quality keying available from the HD format, serving to both reduce compositing time and increases final quality, it therefore also offers exceptional value for money."

Using the Grass Valley™ Viper Filmstream™ digital cinematography camera from Thomson in a 4:4:4 imaging package, green screen was utilised to combine the artists and actors with live CGI elements to properly compose and light the shots in real time. The Viper FilmStream was fitted with Zeiss DigiPrime Lenses and was linked to a Sony SRW-1 deck and custom built hard disk raid array, as well as an Ultimatte HD linear compositing system, all in one live workflow.

Viper specialist and DOP Dan Mulligan explains, "This exciting new video will be a huge hit this Summer 06. Being able to place the actors in a virtual set (as it would look when post production was completed) and to light accordingly was ideal. Decisions could be made early on in the process making this method of filming perfect for making music videos. Again, the package offered by Rogue Element Films including the Viper FilmStream camera with a combination of Ultimatte HD, Zeiss Lenses and SRW-1 deck in a high-end 4:4:4 imaging package for green / blue screen projects works extremely well. We are delighted with the results."

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 Grass Valley Viper FilmStream 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.rogueelementfilms.com

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