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**FotoKem's nextLAB Puts Solid Workflow Into Place for
Canon Cinema EOS C500/C500 PL Debut
*"Man & Beast" Premieres at NAB with Start to Finish Support from nextLAB***

LAS VEGAS (April 16, 2012) – FotoKem's nextLAB, a powerful end-to-end software solution for film and television productions using file-based workflows, played a pivotal role in the production of demonstration footage to support the development announcement of the Canon Cinema EOS C500 and the Cinema EOS C500 PL for use with EF-mount and PL-mount lenses respectively. Both upcoming cameras will be capable of originating 4K (4096 x 2160-pixel) resolution digital motion imagery with uncompressed RAW output for external recording. The Cinema EOS C500/C500 PL are upcoming additions to Canon's Cinema EOS System, a transformational line of digital cameras and lenses that applies advanced Canon digital imaging technology to cameras designed for professional cinematographers. FotoKem provided complete production support for the Cinema EOS C500 demo film, *Man & Beast*, which premiered Sunday, April 15, at the 2012 NAB Show.

From the early beta stages, FotoKem collaborated and consulted with Canon Inc. on the design of the first end-to-end, 4K production-to-post file system. FotoKem built nextLAB's high-resolution pipeline on the Academy Color Encoding Specifications (ACES) architecture, making the EOS C500 the first Canon camera to take files from production all the way through post in ACES.

FotoKem's nextLAB has an enviable pedigree, arising from the 50-year-old post production leader's deep experience in finishing and workflow alongside their innovative software group, which operates as a development arm and launch pad for services in an ever-changing industry. Enabled by this development arm, FotoKem's in-house software has quickly become the backbone of the company's file-based workflow solutions for feature, television, and commercial productions.

nextLAB's all-in-one mobile solution for on-set media and asset management is an advanced technological extension of FotoKem's state-of-the-art, in-house services. Its unique and proprietary core application software enables the nextLAB Mobile system to essentially bring the full power of FotoKem's data management systems to production. Based on an open architecture, nextLAB Mobile solutions effectively bridge the gap between production and post, while enabling other platforms to easily interact with its functionality.

Notably, nextLAB's powerful color capabilities were utilized to grade dailies and set the look on *Man & Beast*, which was shot by acclaimed, Oscar-nominated cinematographer Jeff Cronenweth, ASC (*The Girl With the Dragon Tattoo*, *The Social Network*, *Fight Club*), and produced by MJZ for Canon. Margarita Mix, a FotoKem company that boasts an enviable list of feature, television and spot audio credits, handled the mix for the film.

"It has been exciting to work with Canon at the very edge of new camera technologies, experiencing first-hand the latest features available to filmmakers and defining the way they finish their work," says FotoKem Vice President Mike Brodersen. "Our nextLAB software has helped to define on-set services across a number of productions, and our original, all-in-one dailies and media management platform has evolved to the next level in this process. With *Man & Beast*, we are seeing the next phase of creative technology for filmmakers come to life."

"About 99% of the file-based TV and feature projects at FotoKem utilize the nextLAB software," notes Tom Vice, Vice President and General Manager of the nextLAB system. "Its powerful features provide assurances to cinematographers and directors that their digital media files are safe, viewable, and maintain data integrity at every step of the process. We look forward to working with Canon again in the future to help continue to break the barriers of technology."

For more information on the innovative Canon Cinema EOS C500 professional camera and demo film, visit www.canoncinemaeos.com.

About FotoKem

FotoKem is an independently owned, full-service post production facility that has become the go-to resource for the worldwide creative community. Since 1963, the company has serviced every corner of the entertainment market, providing unmatched expertise, high-end solutions and innovative technologies. The company's systems approach to the imaging chain assists filmmakers in successfully bridging production and post, and supports them in navigating the many formats and choices for telling stories. FotoKem offers a broad spectrum of services, including file-based workflows, 3D digital intermediates, digital cinema packages, mobile dailies, global data delivery, film and video finishing, audio mixing and mastering, visual effects, full service film lab, restoration, and production rentals. FotoKem has expanded over the years with the acquisition of SPY, Keep Me Posted, L.A. Studios, and Margarita Mix.

For more information, go to www.fotokem.com, or follow FotoKem on Facebook (www.facebook.com/fotokem) and Twitter (@FotoKem).

About Canon U.S.A., Inc.

Canon U.S.A., Inc., is a leading provider of consumer, business-to-business, and industrial digital imaging solutions. With approximately \$45.6 billion in global revenue, its parent company, Canon Inc. (NYSE:CAJ), ranks third overall in U.S. patents registered in 2011† and is one of Fortune Magazine's World's Most Admired Companies in 2012. Canon U.S.A. is committed to the highest levels of customer satisfaction and loyalty, providing 100 percent U.S.-based consumer service and support for all of the products it distributes. Canon U.S.A. is dedicated to its *Kyosei* philosophy of social and environmental responsibility. To keep apprised of the latest

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