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• Images available for download at www.celco.com

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CELCO INTRODUCES FIRESTORM INTERNATIONALLY

New digital film recorder features more power, more speed, low cost

September 12, 2003, IBC, Stand 7.640...CELCO (www.celco.com), Rancho Cucamonga, CA, the leader in digital film recording systems, today formally introduced to the international community the newest digital film recorder in its product line, the Firestorm.

Firestorm was launched in the United States at NAB 2003; since that time, several Firestorms have been sold, indicating its rapid acceptance in the post-production community. IBC 2003 is the first time the Firestorm has been shown outside of the United States. Oriental Post, a leading post-production facility in Bangkok, Thailand, recently purchased a Firestorm after seeing it at NAB.

The Firestorm is a low cost, high-speed film recorder that utilizes CELCO's new XCRT Advanced Imaging Technology, resulting in unsurpassed image quality. The new system is a continuation of CELCO's advancement of their proven, award-winning electron beam control technology for transferring digital images to motion picture film.

The Firestorm will output a high-resolution frame of film in 2.5 seconds, almost 40% faster than other film recorders in this range and two times faster than earlier generation film recorders.

The Firestorm's 2.5 second per frame speed includes high definition images onto Kodak 5245 camera negative stock. The system is also capable of imaging to intermediate stock and high-speed output of any resolution up to 4K or higher for larger format purposes such as 65mm. It takes only 15 seconds per frame to output a 4K 15-perf IMAX frame onto Kodak 5245 low ASA camera negative stock. The Firestorm can output any type of film stock, including color and black and white intermediate and camera negative stocks. In addition, the new system can also output to multiple film formats including 16mm, 35mm, and 65mm 5, 8, 10, and 15-perf (IMAX format).

John Constantine, Director of Marketing, states, "There are many facilities worldwide that require both speed and quality yet don't have the budget for our FURY film recorder and don't want to compromise with film recorders of lesser quality and performance from other manufacturers. These facilities also want the peace of mind knowing that they're investing in technology provided by a well-established company who will continually improve its



digital film recording products far into the future. CELCO has been providing digital film recording technology to this market for many years, and we're continually advancing the technology to meet the rigorous demands required by post-production facilities around the globe. We're experts in this field, not newcomers, and we provide unparalleled support and service, which is why facilities continually invest in our digital film recorders to meet their imaging needs."

About Celco:

CELCO was founded in 1950 by John M. Constantine Sr. as an engineering laboratory dedicated to high resolution display technology. CELCO's innovations in the field of electron beam control soon made the company a leading producer of electron optics including deflection yokes and focus coils used in high resolution display systems. Its display components have been used for an abundance of military and civilian applications in everything from fighter jets, flight simulators, medical imaging systems, electron beam welders, to the space shuttle. CELCO also became known for its lab standard test equipment including high performance deflection amplifiers and precision display systems. The technologies evolved into the production of complete digital imaging systems starting in the 1970s with large format satellite imaging systems to the first motion picture digital film recorder used for Disney's TRON in the early 1980s.

Clients have included Disney Feature Animation, PIXAR, Industrial Light & Magic, Warner Bros. Feature Animation, Tippett Studio, CFI/Technicolor, Double Negative, The Mill, Éclair Labs, AAV Digital Pictures, Klasky Csupo, and Fotokem, just to name a few.

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