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**CELCO BOOSTS PERFORMANCE WITH NEXT GENERATION FIRESTORM DIGITAL
MOTION PICTURE RECORDERS AT IBC 2010**

Ultimate solution for uncompromising, high-speed, high-resolution digital film transfers

Rancho Cucamonga, CA, September 10, 2010...CELCO is introducing at IBC2010 their Next Generation *FireStorm4K_{XG}* and *FireStormEX_{XG}* Next Generation Motion Picture Digital Film Recorders. This Next Generation technology increases throughput by more than 25% onto fine grain intermediate film stock. This increased performance is achieved without compromising the superior image quality, resolution, and flexibility that customers demand.



The new next generation technology *FireStorm4K_{XG}* and *FireStormEX_{XG}* Motion Picture Digital Film Recorders are ideal for top end Digital Intermediate (DI), 4K, SD, HD, 2K, and 4K acquired productions, digital trailers, tape-to-film transfers, archive-to-film, and digital film restoration.



Included is CELCO's FilmOut Pro Advanced Film Recording Software. FilmOut Pro is an intuitive Graphical User Interface that controls the film recorder and includes imaging tools such as sharpening, de grain, image formatting, resizing and color management functions. A unique feature is the interactive A/B image comparison slider that allows the user to view



images before and after different image processing tools have been applied. FilmOut Pro also includes FinalView, a viewing tool that displays the final image and its exact position on film.



John Constantine, Director of Marketing, states, "With today's economic concerns and market demand we realized there was a need to increase efficiency in the film out arena. What was needed was an increase in performance without an increase in cost. This Next Generation technology enables companies to operate more efficiently by increasing throughput without increasing cost or sacrificing quality enabling every job to be more profitable.

The new Next Generation *FireStorm4K_{XG}* and *FireStormEX_{XG}* are the perfect solution for emerging companies entering the Digital Intermediate arena as well as existing post productions facilities needing to increase capacity without increasing budgets. The new *FireStorm4K_{XG}* and *FireStormEX_{XG}* offer efficiency with pristine high resolution digital image transfers to film."

CELCO manufactures the award-winning *FURY* and *FireStorm* line of Motion Picture Digital Film Recorders. These high-speed film recorders utilize CELCO's Next Generation X_{CRT} Advanced Imaging Technology, resulting in unsurpassed image quality. CELCO film recorders are a core component of the digital intermediate process, which is increasingly being utilized in motion picture making. In 2002, CELCO received Scientific and Engineering Awards from the Academy of Motion Picture Arts and Sciences for the design and development of the CELCO Digital Film Recorder Products. The Academy cited CELCO film recorder products having a significant impact on the industry through continual improvements in their technology.

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 Deluxe, Cinema Concepts, Disney Feature Animation, PIXAR, Industrial Light & Magic, Warner Bros., Tippett Studio, CFI/Technicolor, Double Negative, Post Logic Studios, Éclair Labs, AAV Digital Pictures, and Fotokem, just to name a few.

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