



INSIGHT OUT HFF ACADEMY 2006

Detailed Programme Southern Mediterranean Participants Workshop (MEDA)

Monday, 27th March 2006

- 08.40 am** **Bus shuttle Hotel Mercure to HFF**
- 09.00 am to 10.30 am** **Welcome of participants MEDA**
Welcome of the participants by **Prof. Dr. D. Wiedemann**, President of HFF, **Prof. U. Weinberg**, Vice-President HFF and Programme Director of INSIGHT OUT and **Jean-Noël Gouyet**.
- 10.30 am to 11.00 am** **Coffee break**
- 11.00 am to 12.30 pm** **General Overview/Formats**
room 1101 **Mike Christmann**, Flying Eye Management Consultants for Media Investment (D)
- The last analogue domain in the entertainment industry is about to fall down. Digital Cinema is quickly advancing. There are increasing efforts worldwide to standardize digital formats, recording and presentation technologies. The lecture will give an overview of those developments and of the current production chain in the digital film industry. Which formats are currently available, what does the market offer with respect to digital film and projection technology? Which standards should and can the industry agree on? Mike Christmann will talk about real world experience in digital film making with the particular focus on postproduction as well as current initiatives such as the efforts of the Society of Motion Picture and Television Engineers (SMPTE) and the Digital Cinema Initiative of the major studios in the USA. Furthermore, he will introduce several European initiatives and research projects. Besides Digital Cinema, the lecture will also focus on High Definition television, HDTV. It will give an update on current trends and introduce formats and standards for digital broadcasting.
- 12.30 pm to 02.00 pm** **Lunch break and guided HFF tour**
- 02.00 pm to 03.30 pm** **Universal Production Environment (HD-TV-Series Lazytown)**
room 1104 **Claudia Meglin** (D)
- The decision to work in a Universal Production Environment provides an all data pipeline from pre-production to final mastering. A Universal Interchange Format approach allows a very wide variety of image formats (i.e.: HDV to DPX, to Floating-Point) to be optimized in a single super-sampled format. Though the principal of choosing the proper tool for the task can be applied to many situations, this session focuses on maintaining content quality, performance and interaction at the highest desired level, while being flexible enough to safely employ effective production and post-production methods, new technologies and creative practices.
- 03.30 pm to 04.00 pm** **Coffee break**
- 04.00 pm to 05.30 pm** **Keynote: Recent Developments in Digital Cinema (live video-conference L.A. - Potsdam)**
room 1104 **Charles Swartz**, ETC Entertainment Technology Center, University of Southern California (USA)
- The focus of this talk is to present the latest approaches and technical solutions in digital cinema. Swartz begins with packaging, distribution, and exhibition - what the Hollywood industry calls digital cinema. He then examines the role of standards in promoting adoption of new technologies. He contrasts motion pictures, where film standards have served for 70 years and digital ones are being implemented, with the digital home-where format wars are the norm. Moving to production and post production, Swartz examines the ways that technology has changed cinema production historically, and how the digital cinema release standards are setting a quality target for production, post production and mastering. Last, he reminds us all that cinema is the convergence of art, technology, and business.
- 05.30 pm** **Bus shuttle HFF to Hotel Mercure**
- 07.00 pm** **Welcome Dinner in Potsdam**
INSIGHT OUT HFF Academy 2006 invites all participants and trainers to a welcome dinner at restaurant "Die Waage", Am Neuen Markt 1, 14467 Potsdam. The restaurant is in walking distance from Hotel Mercure and train station S-Bahnhof Potsdam Stadt.

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Programme (continued)

Tuesday, 28th March 2006

- 08.40 am **Bus shuttle Hotel Mercure to HFF**
- 09.00 am to 10.30 am **Workflow-Management for Postproduction, Premastering and Broadcasting**
 room 1101 Tobias Soppa, CEITON technologies (D)
- Workflow Management is a software based method for coordinating and managing production and administrative processes. Consistent and central control is the main objective which enables faster, better, and more flexible working procedures with significantly lower costs. Using concrete examples, it will be shown live and in 3D how broadcasters and studios can profit from Workflow Management systems and the included scheduling functions.
- 10.30 am to 11.00 am **Coffee break**
- 11.00 am to 12.30 pm **MEDA participants workshop**
 room 1101 Moderators: Jean-Noël Gouyet (F), Prof. Ulrich Weinberg (D), HFF
- On the basis of a questionnaire, participants will discuss the status quo and conditions for digital production technology in their own countries. Furthermore, they will talk about the chances and drawbacks for co-productions both with European and Southern Mediterranean partners.
- 12.30 pm to 02.00 pm **Lunch break and guided HFF tour**
- 02.00 pm to 03.30 pm **HD Cameras Compared: Case Studies from Germany and USA**
 room 1104 Experts: Prof. Dietrich Sauter, IRT Broadcast Technology Institute (D), Prof. Hans Hattop, HFF (D), Prof. Glenn H. Gebhard, Loyola Marymount University, Los Angeles (USA)
1. **Case study from Germany:** Prof. Dietrich Sauter of IRT and Prof. Hans Hattop, head of camera studies at HFF, will present test films which were shot with three different HD cameras: ARRI D20, Sony HD 1500 and Thomson Viper. They will focus on the differences regarding resolution, dynamic, sensibility, and editing. Furthermore, the presentation will refer to possible sources of errors.
2. **Case study from USA:** Production and Post Production of a Mixed Format HD Documentary
 In this session, Glenn Gebhard will deal with the pre-production, production and post production issues and problems of an HD documentary shot in Cuba. Shot primarily with Panasonic AJ-HDC20A cameras shooting 1080i, some pick-up shots were produced with a small Sony HDV camera, and later converted to the Panasonic Codex. Down-converted to DVCAM, the project was edited AND on-lined using Final Cut Pro HD.
- 03.30 pm to 04.00 pm **Coffee break**
- 04.00 pm to 05.30 pm **HD Camera ARRI D20plus**
 room 1104 Prof. Franz Kraus, ARRI AG (D)
- Prof. Franz Kraus, CEO of ARRI Germany, will present ARRI's most recent digital film camera, the ARRI D20plus – an HD camera with the look-and-feel of a 35mm camera.
- 05.30 pm **Bus shuttle HFF to Elektrofilm, Berlin**
- 06.30 pm to 08.00 pm **Visit 1: ELEKTROFILM GmbH, Hohenzollerndamm 150, 14199 Berlin (www.elektrofilm.com)**
- ELEKTROFILM Postproduction Facilities GmbH, one of Germany's leading post-production companies, is a component of the internationally active ELEKTROFILM Group with branches in Stuttgart, Berlin, Potsdam, Leipzig, Cologne, Munich and Burbank, California. The company was founded in 2002 and has recently announced its cooperation with Studio Babelsberg Postproduction and TMT Studio Babelsberg Postproduction.
 Managing Directors Helen Chou and Bernd Hellthaler will give insight into project management and workflows of the company. Our technical experts will lead a tour through the facility.



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Programme (continued)

- 08.00 pm **Bus shuttle from Elektrofilm to Berlin, Savignyplatz or to Hotel Mercure**
- 08.30 pm **Berlin at night: individual leisure time - see list of bars Berlin-Savignyplatz**
- 10.00 pm **Bus shuttle Berlin, Savignyplatz - Hotel Mercure** (optional). Individual departure: S-Bahn Savignyplatz is connected via S7 / S1 to S-Bahnhof Potsdam-Stadt with a change at S-Bahnhof Wannsee.



Wednesday, 29th March 2006

- 8.40 am **Bus shuttle Hotel Mercure - HFF**
- 09.00 am to 10.30 am **Motion Control in a Digital World & Encodacam**
 Room 1104 Joe Lewis, General Lift LLC (USA)
- General Lift has served the motion picture and commercial film business for over 25 years. The company has a long history of providing innovative solutions for the many challenging shots that filmmakers have put before it. From the first light-weight portable motion control system for David Cronenberg's „Dead Ringers“ in 1987, to designing and building the first underwater motion control system for „Hollow Man“, and ending 2005 with „King Kong“ shooting over 1800 shots combining live-action & model photography. Where next for this dinosaur technology?
 The Encodacam System grew from a long creative history of supplying Film & Commercial production with tools, techniques and methods for non-traditional filmmaking, i.e., motion control and encoding of Film Equipment. As productions have placed greater reliance in the use of large scale extended sets and complete virtual sets, the time for Encodacam has finally arrived.
- 10.30 am to 11.00 am **Coffee break**
- 11.00 am to 12.30 pm **Designing Destruction - The Event Movie DRESDEN**
 Room 1101 Thomas Stammer (D)
- With 12,68 million viewers, the first part of "Dresden" was the most successful TV movie ever since audience ratings have been measured through the German Society of Consumer Research. Thomas Stammer will relate on the collaboration between production design and VFX department, showing examples from his recent work for "Dresden". He will also focus on production design for European productions (TV-Movies, Event-Movies) in the context of budget restrictions, compared to Hollywood blockbusters. What can be realized, what not, and how? In which situations are digital technologies a viable solution, which situations ask for traditional know-how?
- 12.30 pm to 02.00 pm **Lunch break / Lunch Special**
 Room 5104
- During Lunch break, Christian Benderoth of GF Messtechnik, the Berlin company that did the 3D scanning for „Aqua ad lavandum“, will give a demonstration of its optical 3D-measurement device and show the possibility of live-capturing 3D data for the generation of 3D models.
- 02.00 pm to 03.30 pm **HD-Projects at HFF**
 Room 1104
- | | |
|--------------------------|--|
| RHABARBERBOY | Ulu Braun (producer) |
| AQUA AD LAVANDUM | Fabian Hoffmann (producer) |
| PING PONG | Niklas Bäumer (producer, Junifilm) |
| NEUN SZENEN (NINE TAKES) | Florian Obrecht (VFX artist, KOPPFILM) |
- Different aspects of HD production, chances and risks as well as methods for problem-solving will be covered by the teams involved in the production of four projects realised at or in co-operation with HFF.
- 03.30 pm to 04.00 pm **Coffee break**



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Programme (continued)

04.00 pm to 05.30 pm
room 1101

Invisible FX in Roman Polanskis „Oliver Twist“
Manfred Büttner, tvf.postproduction GmbH (D)

In summer 2004, Roman Polanski was shooting "Oliver Twist" at Barrandov Studios in Prague, Czech Republic. Manfred Büttner accompanied this production as supervising VFX producer from the early stages of pre-production until the end of digital postproduction in August 2005. Büttner will talk about his experiences during this production and how his team created "invisible" digital effects for 40 minutes of "Oliver Twist".

06.00 pm to 07.00 pm
HFF lobby

Snacks

07.00 pm to 10.00 pm
Room 1104

Screening HD feature film
Cine Plus presents: „Rhythm is it!“

10.00 pm **Bus shuttle HFF to Hotel Mercure**



Thursday, 30th March 2006

08.40 am **Bus shuttle Hotel Mercure to HFF**

09.00 am to 09.45 am
Room 1101

Update for Post and Broadcast production & Video solutions on the Apple platform
Stephan Buchmann, Apple Computer GmbH Germany (D)

The presentation gives an overview of the Apple platform and its applications for media production and Broadcast. The SAN solution (Storage Area Network) X San and current installation examples will be presented. Furthermore, the presentation introduces XML & Quicktime as open standards for the integration of products of different brands and for the design of new workflows.

09.45 am to 10.30 am
Room 1104

Editing AVID HD - DS Nitris and DS Symphony
Günter Fritz, Dirk Weinreich, AVID Technologies GmbH (D)

High Definition is available throughout the whole range of Avid systems, from low budget editing to High End Finishing. An essential idea in Avid's strategy has been the requirement to transport the existing efficient workflow structures into the new technology. Examples of different configurations and workflows serve to discuss collaborative post processes in High Definition. The presentation will focus on the AVID Nitris and AVID Symphony HD editing systems.

10.30 am to 11.00 am **Coffee break**

11.00 am to 12.30 pm
room 1101

Camera and Light in HD Production of CACHÉ
Christian Berger, Film Academy, Vienna (A)

Christian Berger, DoP in Michael Haneke's CACHÉ, will relate on his experience shooting the movie with Sony HD 750 und 900. He will also focus on his lighting system CINE REFLECT LIGHT SYSTEM. Berger received multiple Austrian and international awards, he is teaching camera at the film academy in Vienna and founding member of the Bartenbach light academy. Christian Berger developed the new film lighting "CINE REFLECT LIGHT SYSTEM" in collaboration with the Bartenbach Lichtlabor. This system creates flexibility and freedom for both actors and directors as well as new aesthetic possibilities for the camera. Berger first partially applied this system to THE PIANO TEACHER and shot the films DEAD MAN'S MEMORIES, NE FAIS PAS ÇA, MEIN MÖRDER and CACHÉ (HIDDEN) exclusively with this new system.

12.30 pm to 02.00 pm
lobby

Lunch break / Lunch Special
During Lunch break, Stephan Buchmann of Apple Computers will offer hands-on experience on Apples Final Cut Pro HD system.

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Programme (continued)

02.00 pm to 03.30 pm
Rooms 1104, 1101

Open Forum

The Open Forum offers the possibility for participants from both parallel courses, the European and the Southern Mediterranean, to present their own projects, to meet others and to discuss the lectures, to network and eventually to put up future collaborations, or just to catch some fresh air in a week filled with seminars and new impressions.

03.30 pm to 04.00 pm

Coffee break

04.00 pm to 05.30 pm
Room 1104

Special guest: John Donkin, Blue Sky Studios (USA) 3D Animation Feature: „Ice Age“ and „Ice Age. The Meltdown“

John Donkin, producer and animation director of several 3D-animation feature films and box-office hits, will focus on his experience during the production of „Robots“, „Ice Age“ and most recently „Ice Age. The Meltdown“, which is to open in the USA tomorrow, on March 31, 2006.

05.30 pm

Bus shuttle HFF to tvt.postproduction (bus 1) or Bus shuttle HFF to Koppfilm (bus 2)

Participants are distributed according to preferences and seats available (lists are distributed on Monday).

06.30 to 08.00 pm

Visit 2: tvt.postproduction, Berlin or KOPPFILM, Berlin

tvt.postproduction GmbH, Gormannstr. 14, 10119 Berlin (www.tvt-postproduction.de)
tvt. postproduction, located in Berlin, Frankfurt, Cologne and Hannover, has been responsible for visual effects in many international feature films such as "Maléna", "Whale Rider", "Winged Migration" or "Divine Intervention". Manfred Büttner lives in Berlin and uses digital effects technology since more than twenty years. He is CEO and partner of tvt.postproduction GmbH.

KOPPFILM GmbH, Novalisstr. 10, 10115 Berlin (www.koppfilm.de)
KOPPFILM is one of the leading postproduction companies in Germany. Founded in 1990 the company's head office is located in Berlin-Mitte. Since 1999, KOPPFILM has been pioneering HD productions and HD postproduction. The presentation will focus on production steps with Fire/Inferno (HD onlining and visual effects) as well as on colour grading with Da Vinci 2k plus.

08.00 pm to 10.00 pm

Berlin at night: individual leisure time

see list of bars Berlin-Mitte

10.00 pm

Bus shuttle Berlin-Mitte, Hackescher Markt to Hotel Mercure (optional).

Individual departure: S-Bahn Hackescher Markt is connected via S7 / S1 to S-Bahnhof Potsdam-Stadt with a change at S-Bahnhof Wannsee.

Friday, 31th March 2006

8.40 am

Bus shuttle Hotel Mercure to HFF

09.00 am to 10.30 am
please note: Room U054

Creative Colour Design

Michael Heßling (D)

Michael Heßling is an expert in colour grading who was responsible for the colour design of many music video clips, commercials, feature films and TV series. Heßling will cover the potential of Telecine (Zoom etc.), film look, colour keying, and film formats. He will also focus on the communication processes between the production and the post-production team.

10.30 am to 11.00 am

Coffee break

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Programme (continued)

11.00 am to 12.30 pm
room 1104

Compositing and 3D Animation in CLOSER and DERAILED
Olaf Wendt (D)

Olaf Wendt will provide insight into his work showing examples from feature films CLOSER and DERAILED and talking about his most recent experience during the shooting of HARRY POTTER.

12.30 pm to 02.00 pm

Lunch break

02.00 pm to 03.30 pm
Room 1104

Sound Design: Traditional vs. New Technologies
Manuel Laval, Manuel Laval Sounddesign (D)

The lecture will focus on techniques, styles and workflow. What is possible with new techniques: de-noising, synthesizing and what is not: changing the character of a voice, remove distortion/reverb, mixing with Pro-Tools or another DAW.
What are the traditional techniques on the contrary: foley, wild tracks, original recording, mixing on a stage. Laval will describe different styles: action-movies, silence, drama vs. reality, and clichés. Last but not least he will look at the communication processes: from scenario to mixing, at the reinvention of the workflow for every project, at different hardware, and at avoiding traps.

03.30 pm to 07.00 pm

Visit 3: Mediacity Babelsberg

ARD Playout Center: Mr. Welz and Mr. Czernotzky will guide through the facility and explain the development of interactive services at ARD Digital.

TeleFactory: Jens-Theo Muller, CEO, will show the digital grading cinema, HD post-production and film restoration facilities of TeleFactory.

Studio Babelsberg: During a tour through the historical studio site we will see sets such as "Berliner Straße" which was used among others for box office hit "Sun Alley" and for Polanskis "The Pianist".

07.00 pm to 07.30 pm
Room 1104

Medienboard Berlin-Brandenburg presents the research study:
„Quo vadis TV. The Future of Entertainment“

07.30 pm to 8.30 pm

Panel discussion:
„The Future of Film and TV Entertainment in Europe and Asia“

Experts:

Dr. Martin Emele, ProSiebenSat.1 Produktion (D),

Prof. Zhengrong HU, National Center for Radio and Television Studies, Communication University of China (CHN),

Prof. Tchang-Yu KIM, Film Department, Yong-In University, Seoul (KOR)

Moderator:

Prof. Ulrich Weinberg, HFF Film & Television University (D)

08.30 pm to 10.30 pm

Get Together

INSIGHT OUT participants meet Berlin-Brandenburg media industry.

Realised in collaboration with Medienboard Berlin-Brandenburg, ProBabelsberg, media.net Berlin-Brandenburg, Medieninitiative Babelsberg.

11.00 pm

Bus shuttle HFF to Hotel Mercure



Saturday, 1st April 2006

08.40

Bus shuttle Hotel Mercure to HFF

09.00 am to 09.45 am
Room 1104

Dolby and Digital Cinema
Hubert Henle, Dolby Laboratories (D/UK)

Hubert Henle will present Dolby's latest developments for digital cinema.

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Programme (continued)

09.45 am to 10.30 am
 Room 1101
MEDA Participants Wrap-up Meeting
 Moderator: Jean-Noël Gouyet (F)

Participants will discuss the results and lessons learned from the workshop.

10.30 am to 11.00 am **Coffee break**

Audio-Dubbing on Harrison-Console
 Manfred Arbter (D)

11.00 am to 12.30 pm
 please note: room U089

In more than 25 years, the design of film mixing consoles did not change as radically as many other technologies in audio post-production did change. The lecture will focus on the reasons as well as on many additional features in a modern console like the Harrison Console at HFF Potsdam.

Lunch break

12.30 pm to 02.00 pm **Future Media Distribution in Europe and Asia**

Experts:

02.00 pm to 03.30 pm
 Room 1104
 Dr. Martin Emele, ProSiebenSat.1 Produktion (D),
 Prof. Zhengrong HU, National Center for Radio and Television Studies, Communication University of China (CHN),
 Prof. Tchang-Yu KIM, Film Department, Yong-In University, Seoul (KOR)

Three presentations from Germany, China and Korea will show the different stages and the future of digital media distribution in Europe and Asia.

Bus shuttle HFF to Hotel Mercure

03.45 p.m. **Bus shuttle Hotel Mercure to Restaurant "Wiener Restaurant & Café"**

06.45 p.m. **Farewell Dinner in Potsdam**

07.00 p.m. INSIGHT OUT HFF Academy 2006 invites all participants and trainers to a farewell dinner at "Wiener Restaurant & Café", Luisenplatz 4, 14471 Potsdam

Individual return to Hotel Mercure (Restaurant is about ten minutes walk from hotel).

