



# Big RED User

by Mark L. Pederson



**Above:** Hamlet (Joey Kern) holds the skull of vanquished vampire during the opening night of the play within the movie *Rosencrantz & Guildenstern are Undead*.

**Top:** Bobby Bianchi (Ralph Macchio) threatens Vince (Kris Lemche) with his "Germ-O-Whack"

A ldey Sanchez and I founded Offhollywood in 2003 to provide technology based solutions for film & television production and post production. Part of what we do is to actively beta test hardware and software for a number of companies. A few weeks before NAB 2006, RED decided to attend the show and announce the camera's specifications, features and price point. When RED decided they would offer reservations for the cameras at the show, I immediately reserved two - Serial numbers #0006 and #0007. The first five serial numbers were set aside for Jim Jannard.

After a 16-month wait, RED shipped cameras #0006 - #0025 on August 31, 2007. We immediately started shooting, testing and proving feedback. One of Offhollywood's highlights during this period of time was shooting second unit sequences and pick-up shots for Doug Liman's film *Jumper*. They used a scene and several shots in the final cut of the film and the RED material blended seamlessly with 35mm.

Recently we provided these services to

two independent feature films which were shot in 4K back-to-back with our cameras before the end of 2007, *Asylum Seekers* and *Rosencrantz and Guildenstern are Undead*. *Rosencrantz* just completed its color grading at Offhollywood in our Scratch DI Suite. We also recently wrapped a third "all-RED" feature film, *Toe to Toe* and are still shooting another feature called *Mystery Team*. We have started providing RED cameras and RED post services to commercials, music videos and television promos and our current goal is to provide RED technology to an episodic television series. We have added another 6 cameras to keep up with demand and we expect to add even more.

Image quality, cost savings and speed of the workflow make the 4K RED format such an obvious choice - I actually could not find a reason to use another camera other than the Phantom for extreme frame rates. **HD**

*Offhollywood provides cameras, workflows, technical support and complete post production service. [www.offhollywoodstudios.com](http://www.offhollywoodstudios.com)*