

# ETERNA-RDI Shines Light on the DI Transfer Processes

## ETERNA-RDI causes a great stir in the movie industry

Aiming to constantly contribute to the development of movie culture and movie technology, Fujifilm has carried out the development and product release of a variety of high quality films for movie use. In spring 2007, as the result of various ongoing discussions with people involved in all areas of the movie industry, Fujifilm released **ETERNA-RDI**, the industry's first film for digital recorder output. Right from the time of its release, **ETERNA-RDI** caused a great stir in the industry, and is currently establishing a position for itself as an important film in movie production sites worldwide, as seen by its utilization already in *The Golden Compass* and other feature films.

The Deep Focus section in this issue of *EXPOSURE International* magazine features comments from around the world about the highly topical **ETERNA-RDI** film. These include the opinions of British colorist Peter Doyle, who worked on the production of *The Golden Compass*, together with comments from a colorist and DI at Telson, one of Spain's largest post-production companies, and in PIXION, an Indian post-production company.

We also introduce opinions about **ETERNA-RDI** seen from the various viewpoints of the director and DOP in the production of a Japanese movie that became a huge domestic hit.



Fujifilm staff involved with ETERNA-RDI development receive the 2007 61st Technical Development Award at the award ceremony held on June 11, 2008. From left: Osamu Yamagishi, General Manager, Imaging Materials Quality Assurance Div.; Hikaru Murakami, Imaging Materials Quality Assurance Div. (award recipient); Masaaki Miki, Advanced Making Research & Laboratories, Research & Development Management Headquarters (award recipient); Ryoji Nishimura, Senior Research Manager, Frontier Core-Technology Laboratories, Research & Development Management Headquarters (award recipient); Youichi Hosoya, Frontier Core-Technology Laboratories, Research & Development Management Headquarters (award recipient); Yoshikazu Aoki, Corporate Vice President, General Manager, Photo Imaging Products Div.; and Kiyotada Masuda, General Manager, Motion Picture Film, International Marketing, Photo Imaging Products Div.

## Breakthrough technology makes the difference

The use of digital technology has been spreading also in movie production sites in recent years. Particularly in the editing process, it has become common practice to carry out composition and editing using digital images created from various sources. A hybrid form of movie production has been developed that makes best use of the mutual merits of silver halide film and digital editing systems. In response to these changes in film production, Fujifilm developed a film that placed the spotlight squarely on film recording, the key linking digital editing with film screening, by releasing **ETERNA-RDI**, the world's first film for digital recorder output in April 2007. Since sales began,

**ETERNA-RDI** has been attracting great interest throughout the world among people involved with movie production, and the film is being utilized in many movie production sites.

The main features of **ETERNA-RDI** include the three key points of the sharp reproduction of the original image with minimal image bleeding, the faithful reproduction of the original image's tones and colors, and the stable photographic capability during long period recording of complete film roll. These characteristics make **ETERNA-RDI** an innovative type of film known as a new original negative that incorporates an image quality that faithfully reproduces the digital master.

For its outstanding technical achievement in developing the

**ETERNA-RDI** recording film exclusively for the digital intermediate process, Fujifilm received the 2007 61st Technical Development Award from the Motion Picture and Television Engineering Society of Japan, Inc. The Technical Development Award is awarded for technical achievements that have contributed to the development of the motion picture and television industry.

**ETERNA-RDI** was awarded this time due to the Society's high evaluation of its development and introduction to the market as an industry-first high-quality recording film that had been required due to the spread of digital processing in motion picture production in recent years. ■

## ETERNA Power-Up Seminar



Fujifilm is currently carrying out promotion of its highly topical **ETERNA-RDI** targeting movie-related persons throughout the world. In an aim to further improve recognition of **ETERNA-RDI** and increase sales in Japan, the "ETERNA Power-Up Seminar" was held on July 23 at Fujifilm's Headquarters in the Nishi-Azabu district in Tokyo, gathering together movie production-related persons. Because **ETERNA-RDI** is already highly evaluated as a product in sites where DI (Digital Intermediate) processing has been attracting great attention in recent years, the presentation was very well attended.

At the Power-Up Seminar, in addition to being given a presentation\* of the product's technical information and the background to development, a screening was made of a demonstration movie shot on **ETERNA-RDI** by Sohei Tanikawa (DOP). Several people who were watching expressed their surprise at the sharp and beautiful images which showed no apparent bleeding.

\* For technical information regarding ETERNA-RDI, see pages 14 - 15.

