

## **BAY AREA FILMMAKERS SHOOT "AMERICAN YEARBOOK" WITH PANASONIC AG-DVX100 24P DV CINEMA(TM) CAMERAS**

Acquisition was recently completed on "American Yearbook," a full-length feature shot by Bay Area filmmaker Brian Ging with two Panasonic AG-DVX100 24P DV Cinema(TM) Cameras.

Principal photography on the drama finished in May, with shooting taking place in and around San Francisco, CA. Ging was writer/director, with Dan Coplan serving as Director of Photography. (Both filmmakers own AG-DVX100s.) The feature, shot in the camera's 24P standard mode, will be upconverted to high-definition 24P for submission to top-tier festivals.

Commenting on the decision to up-res to HD, Ging said, "We feel that HD will be a much better master copy to blow up to 35mm should we get a theatrical distribution. Having acquired in 24P on DV, it only seems to make sense to bump up to its big brother HD mode. Also, eMotion Studios (Sausalito, CA), where we'll do the conversion, is eager to test its Final Cut Pro CineWave system on a long-form AG-DVX100 project, and the facility's principals are very excited about 'American Yearbook.' Our tests were truly breathtaking. Several clients were at eMotion when we test-converted some footage, and they kept saying 'That's digital video? How much was the camera?' It amazed all of us that technology has come so far that a \$3,500 camcorder could produce such feeling in its images."

He continued, "The biggest thing that blew me away about the camera wasn't really a tech feature or setting. It was the way it made me feel when watching the actors on screen. I felt the story coming alive. Traditional video has this immediacy to it that makes you think 'reality.' When I watched our footage, it allowed me to emotionally escape into the story in a way that was much more like film. It felt like a movie, not like a TV show.

DP Coplan said, "I've been very pleased with the camera, and have used it for assignments ranging from theatrical production to corporate gigs to concert footage. For 'American Yearbook,' given that we wanted to finish both to current TV standards and widescreen HD, I used gels on the flip-out screen to frame for 16:9 while protecting for 4:3."

For the full story and photos, please visit:

[http://www.panasonic.com/pbds/subcat/newsinfo/press\\_03/03\\_63.html](http://www.panasonic.com/pbds/subcat/newsinfo/press_03/03_63.html)

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