

FotoKem Panel at Cine Gear Will Explore Array of Collaborations from Production Through Post With Leading Cinematographers; Expo Recognizes Company for 50 Years of Innovation

BURBANK, Calif. (May 28, 2013) – In today's sometimes complex content creation pathway, there are more choices than ever for handling the imaging chain from on set to final deliverables. At Cine Gear Expo on May 31 at 4:15pm in Screening Room #5, cinematographers John Bailey, ASC (*The Way, Way Back*) and Peter Levy, ASC, ACS (*House of Lies*)* will discuss their different but successful pathways to image creation and control from production through post. The conversation will be moderated by well-known industry writer and Creative COW editor Debra Kaufman.

Bailey is a renowned cinematographer with wide-ranging credits from such memorable films as *American Gigolo*, *Ordinary People*, *The Big Chill*, *Mishima*, *The Accidental Tourist*, *Groundhog Day*, *In The Line of Fire*, and *As Good As It Gets*. A few of his latest credits include *Brief Interviews with Hideous Men*, *The Greatest*, and *The Way, Way Back*, which hits theaters in July. Bailey says he shot *The Way, Way Back* "guerilla style," and collaborated with FotoKem colorist Kostas Theodosiou during the digital intermediate.

Levy recently completed director of photography duties on Season 2 of Showtime's *House of Lies*. The show is shot on ARRI Alexa, ingested into FotoKem's nextLAB system, and then piped to Keep Me Posted, a FotoKem company, for final color by Keith Shaw. Levy's credits include the TV hits *Californication*, *24*, and *Without a Trace*, and feature films including *Predator 2*, *Broken Arrow*, *Lost in Space*, and *Lonely Hearts*.

Additionally, FotoKem will be recognized for 50 years of service to the industry during the Cine Gear annual awards presentations on Friday, May 31. Founded in 1963 by Gerald Brodersen, FotoKem began as a motion picture film laboratory, dubbed by some as "the biggest little lab in America." Gerald Brodersen's vision was to create a facility where a film could be done under one roof – from concept to finished print.

Today, filmmakers continue to rely on the facility's wide range of expertise for navigating the many formats and choices for storytelling. The company's executive team now includes William and Michael Brodersen (President/CEO and Chief Strategy Officer, respectively), along with several other family members specializing in different aspects of the business.

"We are very proud of our history in the post-production industry," notes William Brodersen. "Our transition into a third generation is absolutely attributed to the talented people that work here. With the leadership of individuals like Bob Semmer, our COO, we have been able to build an incredible team of professionals that has made FotoKem remain a viable, and inventive resource for our customers."

Over the years as technologies have advanced, FotoKem has grown with an eye on the future. They recently established an in-house software development team that has at least half a dozen significant software products, such as their award-winning nextLAB system.

Headquartered in Burbank, FotoKem is one of a few independently owned and operated post facilities with a global reach. The facility has expanded over the years with the acquisition of SPY (in San Francisco and Santa Monica), Keep Me Posted (Burbank), Margarita Mix (in Hollywood and Santa Monica) and L.A.

Studios (Hollywood), each specializing in unique services. The company also has fiber-connected offices in New York, Atlanta and New Orleans.

Michael Brodersen notes, “Today, there is a lot of prediction involved. We listen closely to our customers and respond thoughtfully. We frequently invent solutions and turn on a dime – a necessity in today’s dynamic world. There is tremendous innovation here, and we’re focused on being part of this industry for another 50 years.”

*based on availability

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About FotoKem

FotoKem is an independently owned, full-service post production facility that has become the go-to resource for the worldwide creative community. Since 1963, the company has serviced every corner of the entertainment market, providing unmatched expertise, high-end solutions and innovative technologies. The company's systems approach to the imaging chain assists filmmakers in successfully bridging production and post, and supports them in navigating the many formats and choices for telling stories. FotoKem offers a broad spectrum of services, including file-based workflows, 3D, digital intermediates, digital cinema packages, mobile dailies, global data delivery, film and video finishing, audio mixing and mastering, visual effects, full service film lab, restoration, and production rentals. FotoKem has expanded over the years with the acquisition of SPY, Keep Me Posted, Margarita Mix and L.A. Studios. Follow FotoKem on [Facebook](#) and [Twitter](#) (@FotoKem).