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**Digital Praxis Gamma Curves used on BBC HD Blockbuster 'Planet Earth'**

Digital Praxis, industry leading digital film consultancy, has been providing HD technical support for the BBC's new natural history series 'Planet Earth', presently shooting in locations all over the globe, and to be posted HD.

The blockbuster series is being acquired predominantly HD, with some 35mm and super 16mm film usage.

"While the decision to shoot on HD was driven by demand for HDTV it will certainly be a boost to the image quality of the theatrical release. The companion movie to the BBC's previous Blue Planet series was a theatrical success, and we're hoping to go one better with this movie" says BBC producer Mark Linfield.

"Having made the decision to shoot HD video we needed to address some of it's shortcomings. HD video has always looked good in low contrast scenarios, but we find it really struggles when the contrast climbs; in our genre we rarely have the chance to manipulate the lighting and have to be able to capture in whatever conditions Mother Nature throws at us. Steve Shaw from Digital Praxis offered us a range of gamma curves for the Sony f900/950 cameras, which helped enormously in capturing the sort of high contrast lighting situations we often find ourselves in." continues Mark.

Adds Steve Shaw, "The Sony f900 and f950 cameras can have user defined gamma curves installed to alter their capture characteristics, and Digital Praxis has been able to generate LOG based curves that enable the cameras to capture high-dynamic range, low contrast images, ideally suited to later post-production image manipulation. It is these curves that the BBC has been using to shoot 'Planet Earth'."

"Our cameramen are becoming rather good at shooting low contrast video curves, so our rushes are looking far better overall than previously." says Mark Linfield. "Of the Digital Praxis gamma curves, we've settled on using 'cinlog709' for most of the shooting, occasionally switching to 'DPcinlog709-98' where we have particularly violent highlights to control (glare off snow, reflection off water, that sort of



thing). We would probably be better off using Digital Praxis's full LOG curve in very high contrast conditions, but have hesitated because we are recording to 8 bit HDcam."

Continues Mark, "One of the nicer things about the Digital Praxis curve we are using most is that it's nearer to WYSIWYG than a full LOG image but doesn't look so 'videoy'."

Steve adds "For Digital Praxis, the chance to support 'Planet Earth' has been a great opportunity, and we expect the results to look stunning. Using HD cameras to capture low-contrast, high-dynamic range images, is a very cinematic approach to digital capture, and will give great latitude for post-production. For a cameraman it is best to think of such a capture technique as being like shooting reversal film stock, with the benefits of being immediately viewable via a HD monitor."

The BBC's 'Planet Earth' series will show in the UK from March 2006, and will be followed by a theatrical film release, making the most of the HD technology used to capture its stunning imagery.

ENDS

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### About Digital Praxis

Digital Praxis is a consultancy operation specialising in supporting companies working with the digital film arena.

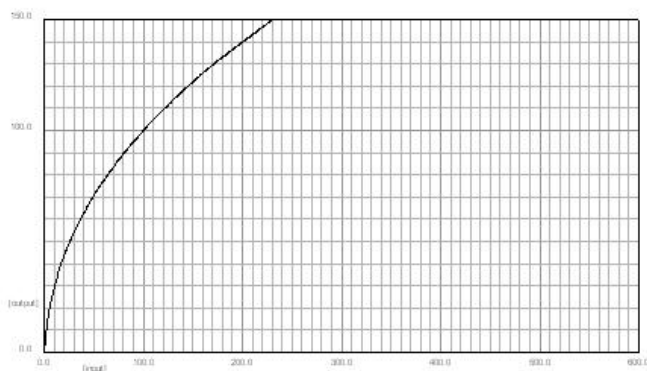
Clients include manufacturers, production companies and post-production facilities.

Digital Praxis has set up and managed Digital Intermediate operations across the globe, from Europe to America, Asia to Africa.

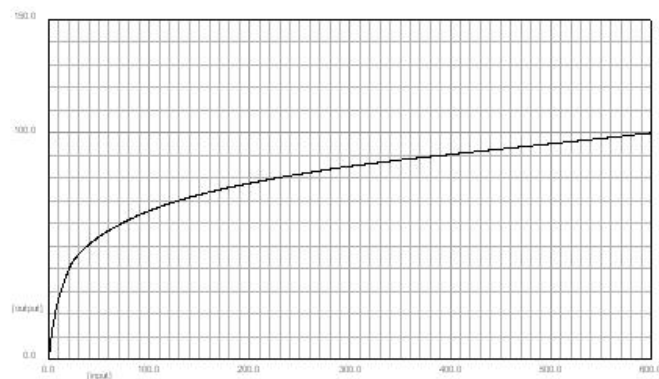
Recently, Digital Praxis provided technical and creative support for the world's first 100% Digital Cinematography feature film 'Silence Becomes You', as well as being the lead colourist for the ensuing DI process, performed at MotionFX in London.

### Gamma Curves

The following two curves show a standard HD video Rec-709 curve, and a Digital Praxis LOG curve. The difference in highlight capture is fairly obvious.



Rec709 video curve



Digital Praxis LOG curve