



## KODAK PreView System



# See things the same way

The great movies, the classic television shows, and the most exciting commercials are the result of 'shared visions' - among directors, producers, cinematographers, and every member of the pre-production, production and post-production teams.

But, how can you share what you can only see in your 'mind's eye'? How can you clearly express what you can only imagine? Until now, that's been difficult. But now, there's the KODAK PreView System.

The system begins with the KODAK Professional 520 Digital Camera, a camera with superior resolution and creative control. But the 'heart' of the system is KODAK PreView Software that emulates the characteristics - speed, color balance, tone reproduction, processing - of the motion picture film system you'll be using.

KODAK worked with Panavision to develop the system - and the Panavision interface enables you to work easily, comfortably, using icons that are familiar to industry professionals.

And you can print the results in hard copy form using the system's KODAK DIGITAL SCIENCE™ 8650 Color Printer - or send the image electronically to other members of the team.

The KODAK PreView System is the right system for testing artistic 'looks', for location scouting, for experimentation before making decisions, for creative and consistent communications, for makeup tests, for wardrobe, for continuity - for any time members of pre-production, production and post-production teams need to be sure they share a vision.

The KODAK PreView System. It lets everyone see things the same way.



The Kodak PreView System  
distributed by



SHARING A VISION

**Kodak**  
**PREView**  
SYSTEM

## IMAGE CAPTURE

The PreView System starts by capturing a digital image. The KODAK PROFESSIONAL DCS 520 Digital Camera elegantly combines speed, quality and image control. The DCS 520 Digital Camera has a digital sensor as sensitive to light as the film in your camera. This means you can photograph the scene with the PreView System the same way you will photograph the scene with your motion picture camera.



The DCS 520 Digital Camera has a 2 megapixel sensor so you can view your images on a computer monitor or a print with the image quality you expect from Kodak. Because the image sensor is nearly the same size as the 35mm motion picture image, you are seeing the image which will be captured.

For lower resolution requirements, such as continuity, makeup, and wardrobe, the KODAK DIGITAL SCIENCE DC 210 Zoom Camera is also included in the system. This versatile, small, lightweight, digital still camera is easy to use. You can capture many images and store them without being burdened. The 2x zoom lens allows you to view the scene as you want. And megapixel technology gives your pictures impressive color and detail.

## KODAK PREVIEW SOFTWARE

The heart of the system is the KODAK PreView Software. This software is built on the same technology used in the development and testing of KODAK Motion Picture films. You can preview film type, exposure, filters, processing, and printing variations - just as Kodak's development engineers do in designing new films.



## KODAK LOCATIONS

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This allows you to experiment with the look you are trying to achieve and to communicate that look to others. No other software package gives you the power, speed, and versatility to preview motion picture images like KODAK PreView Software.

And, when you combine Kodak software with an interface designed by Panavision, and a system supported by their world-wide network, the result is a revolutionary new product to help you share your vision.

## OUTPUT

The KODAK DIGITAL SCIENCE™ 8650 Color Printer gives you large photo-quality images in slightly over one minute. Continuous tone output and 24-bit color provide photo prints and transparencies that emulate the appearance of the projected motion picture image. This has been achieved by combining Kodak's knowledge of image science and color science - and enables you to better pre-visualize what the motion picture film will see.



## THE SYSTEM

The KODAK PreView System has been designed to give you the best print representation of the projected motion picture image. From the digital camera to the PreView Software to the thermal printer, the system gives you the freedom to explore the possibilities film offers and to communicate your ideas more clearly to the other people on your production team. The KODAK PreView System helps everyone see things the same way.



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