

# Q: How can you be sure that everyone is seeing the same COLOUR?

## A: **3cP** THE POWER OF CONSISTENCY

Image consistency in a digital world can be a challenge for today's cinematographers. The introduction of 3cP (Cinematographer's Colour Correction Program) by Gamma & Density Co. aims to improve the role of the cinematographer in the modern post-production process by providing a unified image control standard from production to post, for both film and digital acquisition.

3cP allows HD and digital camera image sequences to be colour corrected and played back on set as uncompressed HD or SD video streams, providing a powerful partner for the ARRIFLEX D-20. You can colour correct, save and send images to your post facility during or after shooting.

All the colour information (including LUTs) generated on set by 3cP is exportable and needs no further conversion to accommodate post-production colour correctors, thus saving time and money while preserving the original artistic vision.

Join ARRI Media and Gamma & Density Co. to find out how 3cP can help to maintain control over your image.

**Date:** Friday 29<sup>th</sup> September

**Time:** 2.30pm - 4.30pm

*Or*

7.00pm - 9.00pm

**Date:** Saturday 30<sup>th</sup> September

**Time:** 10.30am - 12.30pm

*Or*

2.00pm - 4.00pm

**Venue:** ARRI Media, 3 Highbridge, Oxford Road, Uxbridge UB8 1LX

To confirm your attendance contact Michelle Smith on **01895 457128** or email **msmith@arrimedia.com** stating your preferred date and whether you would like to attend the early or late session.



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