

CINEMA

Curating Video

C A N A D A

139
MARS
1987
\$3.00

STUDIO D: The Jewel in the Crown Corporation



Library, Serials Dept / E:142 2486
University of Calgary
2500 University Dr N.W.
Calgary, AB
T2N 1N4

Téléromans: Priming Quebecer's Passions
Redistributing Distribution?

The background of the advertisement is a close-up, artistic view of a film reel. The film strip is unspooled, creating a series of dark, wavy lines that curve across the frame. The film itself has a textured, slightly grainy appearance. In the upper left quadrant, there is a yellow octagonal shape with a white horizontal band across its center. The word "Eastman" is printed in a bold, red, sans-serif font on the white band. The overall lighting is dramatic, with some bright, multi-colored starburst effects scattered across the scene, particularly near the top right and bottom left corners.

Eastman

There is no substitute.

Whether you're shooting a motion picture or a television commercial, one medium gives you the best look: film.

And the film look most producers choose is Eastman Professional.

The reasons why show up on any size screen: Rich, accurate color. Excellent grain. Wide exposure latitude. Sheer quality that's consistent, roll after roll.

The Eastman Professional look is the result of Kodak's commitment to developing the most modern motion picture film technology. It's yours in a wide range of formats, stocks and speeds. And Eastman Professional is conveniently available, wherever in Canada you choose to shoot.

Eastman Professional motion picture film. If you want the best look, there is no substitute.

For complete information on Eastman Professional motion picture films, telephone Motion Picture and Audio Visual Markets at 1-416-766-8233 or write Kodak Canada Inc., Marketing Communications, 3500 Eglinton Ave. West, Toronto, Ontario, M6M 1V3.

