

# Howard Sherman Public Relations

# NEWS

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## **SUPER VISTA CORP. BOWS INNOVATIVE SDS-70™ “EVENT” FEATURE FILM PRODUCTION / DISTRIBUTION FORMAT**

### **Super Dimension-70™ Process Enhances Level Of Audience Involvement**

**HOLLYWOOD:** Robert C. Weisgerber, president of Super Vista Corp. (SVC), will introduce Super Dimension-70™ (SDS-70™), a breakthrough large-format motion picture production / exhibition process, at a series of special press screenings in Hollywood this week.

Developed in collaboration with leading cinema equipment designers, digital engineers and optical experts, SDS-70 creates a high-impact movie experience with extraordinary images designed for screens 50' or wider, floor to ceiling, wall to wall. As an alternative large-screen medium for event motion pictures, SDS-70 uses readily available Panavision or Arriflex cameras. Standard 65mm/5perf. film is exposed at 48fps for an immersive “in the movie experience” and can be combined with footage shot at 24fps for the conventional “movie-going experience.” Footage is screened at 48fps via a patented SDS-70 Impact Projector and displayed at an unprecedented 96 impressions per second which totally eliminates flicker at any brightness level. Additionally, the SDS-70 Impact projector enables prints to be run over 2000 times without discernable wear or loss of image quality.

“The difference between SDS-70 and 35mm is startling,” SVC VP Barrie O’Brien explains. “Images are brighter, sharper and clearer than any current motion picture process including IMAX. And, the system fits into existing theaters. SDS-70 is an extraordinary new medium for event movies. Industry professionals who have seen demos of the process, including cinematographers Robert Primes, ASC, Vittorio Storaro, ASC, and Adam Holender, ASC, have been greatly impressed with the quality of the image.”

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“For a large format system like SDS-70 to succeed in wide theatrical release, a 35mm version must be available,” Weisgerber states. “By fusing exceptionally high-res image quality with virtually non-existent grain pattern, the transfer of 65mm negative to 35mm delivers a pristine picture. This innovative system eliminates a technical barrier that Cinerama (26fps), Todd-AO (30fps) and Show Scan (60fps) were unable to overcome.”

The SDS-70 digital intermediate process allows producers the flexibility of editing with either a film work print or digitally in Avid. The electronic intermediate can also be used for production of DVD or high-definition video masters with outstanding value-added quality. “SDS-70 is an exciting, cost-effective new method of producing “must see movies,” Weisgerber concludes. “Producers and directors with the vision to use SDS-70 creatively will pioneer an entirely new movie-going experience.”

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Super Vista Corp is a full service motion picture technology company marketing its patented advanced film-based SDS-70 system to theatrical motion picture producers, distributors and exhibitors. The SDS-70 film process is backward compatible to 35mm/24 frame exhibition, digital cinema and digital DVD-HDTV video.

For further information regarding SDS-70, contact: Super Vista Corp. 1420 Ambassador Street, Los Angeles, CA 90035, tel: (310) 785 0851 fax: (310) 785 0859, email [sds70svc.com](mailto:sds70svc.com) or, visit the company's website at [www.superdimension70.com](http://www.superdimension70.com)

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