

# Google Chrome Browser Ads 2009: SCRATCH 4K and 3K Color Grading at Katabatic Digital NYC



The web ads for the Google Chrome Browser are mechanical depictions of the human genius behind this highly sophisticated, yet simple-to-use browser. Each new feature of the browser has a story that's told via an inventive contraption, reminiscent of a college chemistry or physics experiment. During the color grading, Katabatic Digital in NYC ([www.katabatic.tv](http://www.katabatic.tv)) enhanced the browser for eight web spots created by 1st Avenue Machine for the BBH agency.

Aaron Duffy, a director at 1st Avenue Machine, notes "We faced several challenges with the Google Chrome spots that really inspired the team to do their best creative work. We wanted

to produce something people never see; spots that trigger the imagination in all of us. Each spot features a unique, mechanical contraption with a home-made look to convey a specific product characteristic. All eight spots were shot digitally, using the RED 4K camera for high-quality imagery and the Phantom camera to capture the slow-motion effects needed within several of the spots. For the color grading, we needed to work with a digital pro knowledgeable in 4K and 3K formats; who offered a real-time, efficient post workflow; and who could easily accommodate the clients in the color grading sessions. Emery Wells at Katabatic is definitely the guy. He was able to handle all our requirements within their SCRATCH 4K grading suite."

"We had a very short turnaround window on the Google Chrome project. We had eight spots to finish in one session, each with their own unique challenges," says Emery Wells, digital colorist and founder of Katabatic Digital. "Our SCRATCH grading environment supports

file-based workflows so we were able to take the files directly from editorial and get started right away. If they were shot on tape, we just wouldn't have had the time to conform. Most spots required seven to ten layers of grading to accentuate the details, match the RED and Phantom cameras, and correct the colors for Google's very well known logo. The spots were imported, exported, and color graded in a mixture of 1080p, 2k and 3K DPX, all of which we had the capability to review in real time — all within the SCRATCH workflow."

Wells adds, "Film had the same workflow for 75 years but in the digital age, every job has its own unique set of challenges. Our facility was started with this in mind and every tool we employ is built for handling the full spectrum of tapeless workflows. This allows us the advantage of offering very sophisticated and streamlined services, and most importantly, piece of mind for our clients because they can count on us to deliver on time and on budget."

The eight web ads for Google Chrome were spearheaded by Steve Peck at the BBH Agency in New York City. The finishing was done at 1st Avenue Machine from DPX sequences. Flame and After Effects were used for the data management of 72 output files (eight spots, each in eight languages, and eight featurettes).

