

# Boag to run Ascent digital lab

29 May, 2009 | By [Will Strauss](#)

Former Cine Image owner and managing director Steve Boag has joined Ascent Media where he will head up a new department providing filmmakers with digital lab services.

Boag and his still-to-be appointed team will concentrate on three main areas: titling, subtitling and features re-versioning; digital dailies for digital acquisition; and web publishing services that allow rushes to be viewed online.

The department will be based within, and offer complimentary services to, Ascent's Soho Film Lab (SFL) on Meard Street.

"The digital lab is another sign of our commitment to supporting filmmakers who are taking advantage of new digital techniques and workflows," said Ascent Media chief technology officer Adrian Bull.

"Although we had no experience of titling and subtitling we have always recognised that it was a good fit with what SFL did. Steve's appointment will give the new department a real kick start."

The new department will be built around Assimilate's Scratch grading tool and Mac technology. Construction work is already underway and the lab should be up and running in June. Once fully operational it will employ six staff.

Some of the equipment to be used in the new department was previously owned by Cine Image. Originally leased to the company, it has now been transferred to Ascent Media following negotiations involving finance company MediaLease.

Boag had a brief spell at JCA Grade and Restore earlier this year after it bought his company.

He will report in to Neil Mockler who was unveiled as the new Soho Film Labs director of film services last week (Broadcast 22.05.09).