



The Essential Mix

# SCRATCH Case Study

Chilefilms Vol.2

## Chilefilms Pumps Out Films and HD Videos Using SCRATCH

Chilefilms ([www.chilefilms.cl](http://www.chilefilms.cl)), based in Santiago, Chile, is the headquarters for what is considered the most important audiovisual services center in South America. Chilefilms holdings include several companies throughout South America, which offer a wide variety of services for film, video, television and audio markets. Supported by skilled artists, experienced engineers and sophisticated state-of-the-art technology, these companies include Film Laboratory; Distribution and Exhibition; Post-Production; Television Production; Computer Graphics Imagery; EFP and ENG services; and Music Production & Record Label.

More than two years ago, Chilefilms started using SCRATCH as a beta-site for the post production of *Machuca*, directed by Andrés Wood, and one of the most successful blockbusters in Chilean motion picture history. Since then, Chilefilms is using SCRATCH as the real-time, post-production digital workflow for all its films, HD videos, and imagery projects. They also use the full set of SCRATCH functional modules for data management, review/playback, assemble/edit, conform, color grading, multi-layer grading stack, visual effects, and then final output. "SCRATCH is used as our natural, daily workflow. It is moving us towards the final post tools we need, with all fitting into this streamlined data workflow, so the speed and ease of use is greatly increased," says Carlos Roca, senior digital compositor and film recording specialist at Chilefilms.

"We immediately took to SCRATCH for its price/performance value, as well as ease of use - the best on the market," says Roca. "It enabled us to work and review in real-time 2k, which had an immediate and positive impact on our productivity and schedules."

Roca adds, "We shoot and produce over five films a year in the Chilean market, and we also do film work for other countries such as Colombia and Bolivia, and even Spain from this facility. Because SCRATCH is resolution independent, we can take on any project - long form, short form, HD - and quickly deliver quality, professional results to our clients."

### New Projects in 35mm, 16mm, and HD

Following *Machuca*, Chilefilms used SCRATCH in the post production of the action film *Secuestro*, directed by Gonzalo Lira of Chile. The project was shot in 35mm with a few scenes in 16mm film and B/W. "This was a very ambitious undertaking for us," says Vicky Halaby, senior colorist at



*Secuestro*, directed by Gonzalo Lira of Chile

Chilefilms. "The film has a unique look that was achieved by the color grading becoming a part of the action. For example, I used variations of color streams to emphasize the action of a speeding scene, as well as gunfire. The color grading and real-time 2k reviews were intense."

Halaby adds, "We found the SCRATCH Construct view to be quite useful for this action process. You can set a canvas of any resolution from the timeline. Then you can load different size images on each slot. Once these images are displayed as one clip within the canvas, you can scale each image shot by shot, as well as readjust their position and then stabilize. This is all done in real time, with the exception of motion tracking, so that you can see the exact results and approve along the way. For a complex film such as this, this is a huge time savings capability."

