

'Standing Ovation' Shines in SCRATCH-RED Workflow at Local Hero Post

Tween audiences will be all aglow when the musical "Standing Ovation" (2010) opens at theaters nationwide on July 16. The RED ONE™ Digital Camera was used for the shoot of this major summer release, and the entire DI, including color correction, was done in ASSIMILATE's SCRATCH® Digital Finishing Solution at Local Hero Post, Santa Monica, CA.

Standing Ovation is an uplifting dreams-come-true story about friends competing in a national music video contest that will be the main event of slumber parties around the world long after its theater run.

"A feature filled with song and dance numbers performed by enthusiastic young actors screams for eye-popping visuals," says Leandro Marini, Founder and DI producer at Local Hero Post. "The RED camera came through with richly saturated imagery and we were able to push the colors and details to the max doing the color grade in SCRATCH."

DI in SCRATCH

"SCRATCH easily ingests and handles the native RED RAW data

no proxies, no transcoding – and the conform goes very quickly," says Marini. "Every project has its unplanned challenges, but with SCRATCH, we were able to work past those and focus on the primary and secondary color grading, tracking masks, keying, and enhancing details."

Writer/director Stewart Raffill and executive producer James Brolin personally supervised the DI sessions - the color grading and finishing - in our SCRATCH theater. "We were grading and making changes in real time of course, and both Raffill and Brolin were incredibly impressed with what can be done today using powerful digital cinema tools," says Marini. "I think it's



Scene from *Standing Ovation*; image courtesy of Local Hero Post

safe to say that they were both blown away with the color grading and finishing process, the ability to easily compare/contrast different versions, and then make changes on the fly."

Marini adds, "Raffill loves film and this is his first digitally shot feature. He was truly thrilled, after thinking digital footage could never look this good. No doubt that's extremely satisfying for us

as well – to know a client is down right happy with our work.”

State-of-the-Art, Always

Marini was an early adopter of the SCRATCH data workflow and has used it for the post production of numerous features,

commercials, and imagery projects shot in a variety of formats. “SCRATCH has evolved over the years to become a highly efficient and stable data workflow with powerful digital post tools,” says Marini. “The on-going updates keep it state-of-the-art. It will support any format, but is a dream for

RED 4K and RED MX. For us, working in SCRATCH is almost a magical experience - we have all the needed DI tools at our fingertips to bring out the best in imagery, no matter the format or size of the project.”



Scene from *Standing Ovation*; image courtesy of Local Hero Post