

CREATE FILM QUALITY PRODUCTIONS FOR AN AFFORDABLE PRICE



Why limit yourself to a choice between film and video? For the first time ever, you have another option. One that combines the professional look of 35mm film with the affordability of video. It's High-Definition Digital Cinematography, and Take One Productions is the only production company in the area that offers it.



Sony CineAlta high-definition digital video camera

QUALITY

The Sony CineAlta high-definition digital video camera records at 24 frames per second, just like 35mm film. So it looks like 35mm film. Need proof? Just turn on Bernie Mac, Touched by an Angel or My Wife and Kids. Or pop Star Wars Episode II: Attack of the Clones into your DVD player. All of these were shot with the Sony CineAlta HDCam. And because it captures 1920x1080 images at 72 dpi, you can also grab print-quality stills.

AFFORDABILITY

The other big issue in any production is cost. How does High-Definition Digital Cinematography compare? Simple. You want to shoot film, but it's very expensive. And if you do shoot film, you almost always go over budget due to additional takes, which means more transfer time, more developing...which costs thousands of dollars. When you shoot more HiDef, it's only the cost of the tape. Period. And immediate playback on location means when you've got it right, you know it.

	Location Crew Needed	Cost of Stock per 50 minutes	4x3 Ratio or 16x9 Ratio	Used for Local Television	Used for National Television	Used for Motion Pictures	Can Use Stills for Print
HDCam CineAlta (24p)	1-3 or larger	\$82.50	yes	yes	yes	yes	yes
35mm Film	3-5 or larger	\$4,208.10*	yes	no	yes	yes	yes
16mm Film	1-3 or larger	\$1,091.50*	no	rarely	rarely	no	no
Video	1-3 or larger	\$71.50	some	yes	rarely	no	no

*Includes developing, color correction and transfer



Steve Nosoff
Writer/Producer/Director



Kevin Martorana
Director of Photography/Director

EXPERTISE

But great work takes more than impressive technology. It takes a talented team behind the camera. And Take One has the skill and experience to use Sony's CineAlta technology to its full potential. Take One has more experience with the CineAlta HDCam than any production company in Central PA, Philadelphia, or even New York. We've used it to shoot national and local commercial spots, tradeshow videos and corporate presentations.

Next time a project lands on your desk, you don't have to choose between quality and affordability. With help from Take One Productions and the Sony CineAlta HDCam, you can have both.

Contact us at 717.569.6864 for a DVD demo of our latest work.

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