

# SCRATCH hits the 4K target at Mastershot Studio

Mastershot Studio is a trailblazing production and post production company based in Warsaw, Poland. Established in 2007, its combination of the RED 4K camera and SCRATCH 4K full-finishing workflow, have reduced costs for independent producers, enabling young Polish filmmakers to get out there and make their films, while also encouraging more work for major broadcasts and commercials.



"In Poland, people want image quality but the film budgets are low, especially for the movies of young filmmakers," says co-owner and SCRATCH artist Bartosz Malina. "Now, with SCRATCH and RED, they can have superior image quality and it won't break the bank."

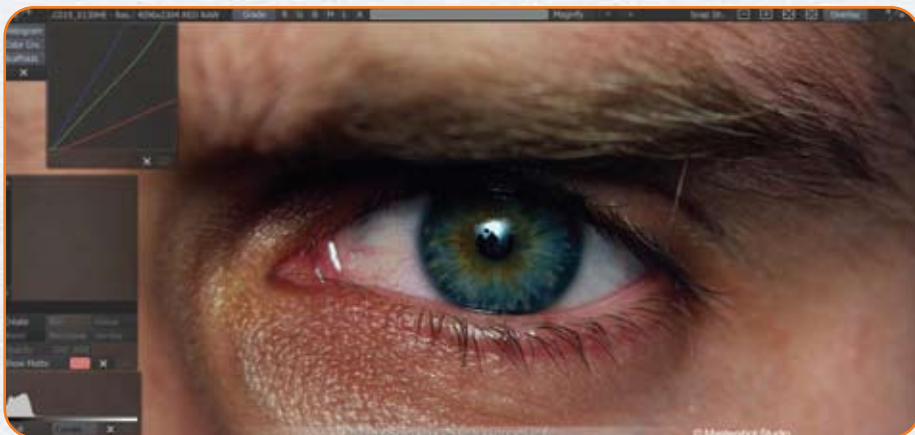
**Good workflow** SCRATCH is the best tool to work with R3D native files coming out of the RED camera. Along with conform and grading, we also use SCRATCH as a digital lab facility, converting material into DPX files or JPEG 2000 format.



**Winning toolset** SCRATCH is an incredibly fast system. Along with speed, reliability and very good quality, it also has a fine array of color grading tools. SCRATCH is pretty much a self-sufficient data workflow that lives up to our post production needs.

**Simplicity** The great thing about SCRATCH is how simple it is to use. The person working in SCRATCH doesn't have to be a technical expert. They might be an artist, and that's good for creativity.

**A typical finish** On the full-length feature "The Photograph" we conformed the selected RED 4K R3D takes in SCRATCH from an FCP EDL. We graded the production in our 2K DCP suite using our own 3D LUTs, before adding titles, animation and sound. From SCRATCH, we then created the 4K DPX files for film-out. This is pretty typical of the productions we're handling, and the great thing is it works beautifully!



**Spot on** We've definitely hit the target. SCRATCH has amazing capabilities for its low price, and we can pass this directly on to local filmmakers. Word is spreading about our capabilities, and we are now seeing more commercials and broadcast work coming in.

**Projects** Recent projects conformed and graded in SCRATCH at Mastershot Studio include commercials for mBank, Yoksine cosmetics, and mobile network operator Play; branding promotions Kino Polska and TVN; and a music video for Ania Dabrowska. Full-length feature films finished on SCRATCH include "The Photograph", "The Mill and The Cross", "Hanoi-Warsaw", and "Komisarz Blond".

(Top) Image courtesy of Kino Polska Sp.zo.o. 2009, "Hanoi-Warsaw"; (Middle) Image courtesy of Koncept Media Radek Stys 2008 "Zajecie"; (Bottom) Image courtesy of Mastershot Studio.