



Dear Clients,

Over the years as technology has improved, Altruism Media has continually updated our expensive equipment inventory to provide you the best in film quality production.

Today, I would like to share with you a bit of technical information. Besides experience and technical understanding of the art which takes years to learn, quality starts with good equipment. For example, we use Carl Zeiss lenses known for their quality and Canon's best luxury "L" series lenses to start with. But the camera also is important.

Below I've provided a list of BBC approved HD camera and some technical reports for you to look over. It is what I do, to make sure I provide the correct technical ability for my clients.

As you can see both our RED cinema camera and our Panasonic HPX370/HPX371 broadcast camera are listed as BBC approved HD broadcast cameras. This is because the Panasonic HXP370/HPX371 has 100Mbits/sec AVCIntra 100 recording at 10 bit and 4.2.2 color plus 3 CCDs at full HD1080P. Many cameras are not qualified unless they use external recorders (see the list: <http://www.hdwarrior.co.uk/2011/04/13/bbc-approved-hd-camera-list-2011/>) to get higher bit rates (above 50Mbit/sec) and improved signal quality and some cameras with Bayer pattern single imagers just don't have the quality either like the popular DSLR (digital photography) cameras and others recording at 2K(1080P). In the case of the RED if recorded at 4K (2160P) (bayer color patterns give it 70% resolution or about 3K) then downsized to 2K(1080P), it will have excellent HD quality. Otherwise, if instead it is recorded at 2k(1080P), the recording it is only about 1k quality with the single imager (720P) per the report below. This is okay for HD 720P broadcasts like Channel 13 in Houston or the lower standard definition channels available. So, it is important to use the Red at 4k during filming like we did with Wake Me Up pilot show for the best HD content and broadcasting.

With our new Canon 5D Mark III DLSR, the canon firmware upgrade available in April 2013, and the AVID DNxHD 200Mbit/sec 10bit 4.2.2 external 240GB recorder that we purchased, we believe this camera will also become a low cost good camera for film and HD Television Broadcast and Blu-Ray quality in the near future (no tests are yet available).

The approved list:

<http://www.hdwarrior.co.uk/2011/04/13/bbc-approved-hd-camera-list-2011/>

A few tested ones conducted by engineers at the BBC (once you go to the links, you will see a link to the PDF report on that camera):

http://www.bbc.co.uk/rd/publications/whitepaper034_add39_canon_5d_dslr.shtml

http://www.bbc.co.uk/rd/publications/whitepaper034-add32_red_one_camera.shtml

http://www.bbc.co.uk/rd/publications/whitepaper034_add46_rev3_sony_pmw-350.shtml

http://www.bbc.co.uk/rd/publications/whitepaper034_add68_sony_pmw-f3.shtml

http://www.bbc.co.uk/rd/publications/whitepaper034_add53_panasonic_ag-hpx371.shtml

I hope this helps you to understand a bit more of the technical merit of having the right equipment for your next project.

- Ron Michael