

Cinefilm in *Jail* with Madea

Atlanta, GA: Atlanta's movie super-star, Tyler Perry, continues to make a 'steal' at the box office with his Madea character, but this time she's going to jail. Her new 'accomplice' in this production is Cinefilm who handled the lab and transfer work. "We were excited to be working with Atlanta's 'home-town hero'", boats Joe Huggins, Cinefilm Account Manager. "The new state tax incentives were a big part in helping us keep the lab work here as Mr. Perry is so supportive of the crews and services Atlanta has to offer." Cinefilm processed over 150,000 feet of 3-perf 35mm, transferred to high def masters, and made standard def Avid files for offline.

Madea Goes to Jail is the third in a series that stars Perry in a dress as the lovable and outspoken Madea, who gets sent to the big house and where she meets a hilarious set of characters and gives her trademark advice and wisdom. Veteran Los Angeles producer Joe Genier returned to work with the Perry team, "We had just wrapped production on *The Family That Preys*," notes Genier during a break on stage at Tyler Perry Studios, "then launched into pre-production on *Jail*, to be sure we avoided a potential SAG strike. We had been looking for the opportunity to keep the lab work local since our editorial is in LA, and finally the timing and costs were right."



Cinefilm Colorist Diane LeDesma makes adjustments to the 35mm HD dailies in the Spirit 2K suite for Tyler Perry's *Madea Goes to Jail*. Confirming initial editorial settings via phone with Lionsgate LA editorial team is General Manager Jim Ogburn.

The Cinefilm team met in pre-production with DP Alexander Gruszynski to discuss the technical aspects and look of the dailies. "He created several camera-filter tests in the Spirit 2K suite," explained LeDesma, "to increase details in the shadow areas of darker skin tones. He shot Kodak Vision 5219 and 5201 and after creating the look he wanted for dailies, his work each day was so accurate, that there was little adjustment needed in transfer." Post plans called for a 2K DI finish, so the production took advantage of the savings when shooting in 3-perf 35mm with HDCam SR 4:4:4 dailies (primarily for 'extra features' in the DVD release) and SD window copies in Avid 14:1 format for offline.

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The daily operations and communications with editorial in Los Angeles was handled by Cinefilm General Manager Jim Ogburn. “We have worked with many west coast studio projects in the past,” remarked Ogburn, “but this was our first time to work with Lionsgate and editor Maysie Hoy. This project was a little different as we had just installed some new Avid gear and we later found some compatibility issues in our OS systems and hardware. They were patient with us as we corrected for some early technical issues, but all went like clockwork after that.”

The films of Tyler Perry have found a loyal audience base for their comedic characters and southern family values scoring at the top of the opening weekend box office records. “We’re delighted to be included in Madea’s ‘Atlanta film family,’” smiles Huggins, “and look forward to supporting her – and Tyler’s – increasing success story.” Look for *Madea Goes to Jail* to “break out” at a theater near you starting in February.

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