



# REEL NEWS



JUNE 2004

## New Look

This is the first issue that will be sporting the new look for the exhibitor newsletter. Going forward, the newsletter will be sent quarterly; however, we may from time to time send out more frequently if important information arises. The most efficient mode of delivery is by broadcast fax. If you have a fax machine but received this newsletter by mail, please call to advise us of your fax number. Customer Service is staffed 24/7 at 1-800-99-FILMS to take your information.

For all you movie buffs out there, make sure to catch the September issue where we will be introducing the annual movie trivia contest. The questions will be tough and the competition tougher, but the prize is well worth the effort.

*Stay Tuned.....*

## Quality Check (Q.C.)

(Formerly known as Integrity Check I.C.)

After initial play date, each film is inspected by our Q.C. associates before leaving our warehouse. The purpose for this is to quickly check prints for playability for the next theatre. Each inspector is responsible for:

- **Verifying the appropriate number of reels for the print.**
- **Checking if print leaders are attached.**
- **Inspecting the film 20 feet into the print beyond the leader.**

When inspecting each reel the associate is watching for missing footage, miss-cut film, perforation damage, emulsion damage, and green scratches. The associate will then assess the print as pass or fail based on the inspection. All prints must go out the door with either all heads out or all tails out.

*Thanks to John Hawkinson, a projectionist at MIT, for suggesting a clarification on our Q.C. procedure to the exhibition community.*

## Reel Band Elimination

In April we advised of our plans to eliminate the use of reel bands in mid-June. We will begin securing all prints that leave our warehouses with a high grade PF2 printable paper flat back tape that is 5.8 mil. thick. It has a natural rubber adhesive that removes cleanly from a wide range of applied conditions, including film stock. Two inches of tape will be centrally positioned on each end of the film.

We have had several inquiries from theatre personnel on where they can obtain a supply of this tape. Our supplier is **Ship Paq** and can be reached at **800-548-7447, ext. 208**. The contact is Mike Durbin.

If you have any questions regarding this change or questions about the tape, please call our Customer Service Team at 1-800-99-FILMS.

## Easy Circuiting Tips

- **Always verify the time and date of pick up or delivery with the Technicolor associate before closing the call.**
- **Advise whoever is on duty during the scheduled time that Sky Courier will be in for pick up or delivery.**
- **Get the appropriate print ID if you have more than one print of the same title.**
- **Insert all trailers and DTS/Mopix discs that belong with the print into the can.**

### To Prevent Darks or Late Deliveries

*If Sky Courier has not arrived by the scheduled time, or if there are any other problems, please call Customer Service at 1-800-99-FILMS.*

Print Management: 1-800-99-FILMS

Marketing Materials: 1-909-974-2290

To Order Marketing Materials online: <http://exhibitor.Technicolor.com>