

REEL NEWS

September 2004



Failed Pick ups

One of the Studio's goals is to get all prints back in our facilities in a timely manner after a theatre's endplay date. The expectation is that the DHL driver will pick up in the theatre's window the first business day after a theatre's endplay date. All failed pick ups are tracked and reported to studios and most theatre corporate management. If there are problems with the DHL driver picking up the print, the suggested escalation would be to first attempt to resolve the issue with the driver and then to bring the issue to TCD with as many facts as possible.

Correct Print ID

Technicolor Customer Service provides a listing via fax of your theatre's daily scheduled pick-ups--print titles and ID numbers. To ensure you are credited accurately with a successful pick up for each of your prints, please return not only the correct titles, but also the proper print IDs listed on your pick up notification. If you are unable to return the requested title and/or ID for any reason, please advise TCD Customer Service by calling 1-800-99FILMS.

Sky Courier Name Change

SKY Courier will now do business as DHL Same Day, due to the DHL acquisition of Airborne and SKY Courier. Besides Technicolor personnel now stating DHL Same Day, invoices and airbills will include the DHL Same Day name.

TCD to Use Spacers

TCD began using spacers on 7/21/04 when shipping non-new print orders. Based on a recommendation of Brad Miller from the Studio Movie Grill in Plano, TX and John Hawkinson of MIT in Cambridge, MA, TCD will be using one of 3 items to fill the void created by trailers shipped with the print when the first time out order is fulfilled. The 3 items are: conventional reels, a plastic one reel container, or cardboard. TCD requests that theatre personnel enclose the spacers in the film can with the print when forward circuiting the print with DHL Same Day or when returning the print to TCD via DHL.

Theatre Feedback

Beginning in September, Technicolor will initiate a new way for theatres to communicate with us. There will be a new e-mail address for feedback from theatres. The inbox will be checked on a daily basis and responded to in a timely manner. The address is: Feedback@Technicolor.com.

Theaters:

As we all know, actions by theaters certainly can impact other theaters. That said, we asked theatre industry veteran Brad Miller to draw from his expertise and experience towards writing the following article, for benefit to the theater community.

Please read on.....

Print Management: 1-800-99FILMS

Marketing Materials: 1-909-974-2290

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

The Importance of Smooth Winding During Breakdown

-Brad Miller

It is Thursday night and you start to assemble tomorrow's movie. As you remove the print from the cans you are greeted with a hefty dosage of "film done wrong". Lucky you, the last operator who broke down the print you are to start running tomorrow did a sloppy job on breakdown and you are left with something resembling this...



Poor breakdown practices such as this are a weekly occurrence with careless operators. In the pictures above, the film has suffered significant shipping damage due to having a few revolutions (or wraps, your choice) of film protruding from the roll, and now a significant amount of film must be removed from the print and a replacement reel ordered. This is all because the last theater did not properly break the print down, and the damage was entirely preventable. Let's look at the cause of this particular example.

What we have above is a reel of film where roughly half of it was wound to the shipping reel and then the speed control on the MUT was stopped or slowed down, then re-started. This caused one, or a few, wraps of film to not lay in alignment with the rest of the roll. Then, after the shipping cans were banged around and picked up/dropped off during transit, the damage was done and is now both permanent and there for the next projectionist to deal with.

What should you do to prevent this? When breaking down a movie, try to maintain a constant speed throughout the breakdown of each reel. When you come near the splice at the head of a reel, slow the platter deck carefully with your hand just before you start to decrease the speed on the MUT. (This is assuming you are working with a Christie or SPECO platter. Other makes of platters which disengage the motor for breakdown require constant back-tension from your hand throughout the entire winding process to achieve a proper breakdown...in this case, put more pressure on to slow it down than you do during normal breakdown.)

Should you have to stop breakdown mid-reel for any reason, be sure to wind a few revolutions of film back onto the platter, and THEN re-commence the breakdown process. This will ensure that your roll of film is smoothly wound, because the wraps of film that were wound out of alignment with the rest of the reel during the stopping process will be removed from the reel before the breakdown process is initiated again, and when breakdown starts, they will wind properly with the rest of the reel. This one crucial technique will prevent the type of film damage shown above. If you find your equipment is not providing a tight and smoothly wound roll upon breakdown, be sure to alert your technician to the problem immediately.

Remember, just because you are losing a print doesn't mean that someone else won't have to run it. Damaging a print causes problems for theatres, distributors, and in the end, patrons. If you've never received a damaged print, consider yourself lucky...and do what you can to make it so other projectionists don't have to present damaged film at their theaters. Please observe proper breakdown practices and make sure your prints are returned to the film depot wound smooth and tight. It's not much extra work, and saves a lot of hassle for many people in the same position as you.

MOVIE TRIVIA



Welcome to the 2004 Annual Movie Trivia Contest! Please read the rules carefully.

- All entries must be turned in by September 28, 2004.
- Return all entries by e-mail to **Feedback@Technicolor.com**, or by mail: 3418 St. Rt. 73 S. Wilmington, OH 45177
- If there is a tie, the winner will be decided by return time.
- In order to qualify, supply following information: Name, Position, Theatre, Account #, Phone#.

First Place

**All expense paid trip to TCD in Wilmington, Ohio;
a tour of TCD and DHL; TCD gear**

**Second Place
RCA DVD Player**

**Third, Fourth, & Fifth Place
TCD Gift Pack**

1. In a 1996 holiday film, Arnold Schwarzenegger and Sinbad search for what action figure?
2. What stone statue does Jack fall into the arms of after his sleigh is shot from the sky in a "nightmarish" holiday classic?
3. In the 1985 holiday movie starring Dudley Moore as an elf, what actor plays the roll of the greedy toy manufacturer?
4. In which adaptation of the Dickens classic does the Ghost of Christmas Past drive a taxi?
5. In what dark holiday comedy do the guests at the Christmas dinner (including Kevin Spacey) wear wreaths and candles atop their heads?
7. In the 1964 cult holiday film with Pia Zadora, who does Santa Claus conquer?
8. What is the last name of the hound owning neighbors of Ralphie and his Red Ryder B.B. Gun?
9. What classic holiday musical starring Bing Crosby won an Oscar for the song "White Christmas?"
10. What 1987 holiday comedy leaves star Steve Martin to dry his entire body with a washcloth?
11. What is the number on Jimmy Stewart's jersey during the damp walk home in the 1946 holiday classic?
12. In an old holiday *classic*, what is the address of the store that displayed Santa's reindeer incorrectly? They displayed Cupid where Blitzen should be and Dancer appeared on the left not on the right? (Just provide the number, not the street name).
13. What is the name of the Lone Ranger's nephew's horse?
14. What 1990's children's holiday movie opens with the following dialog:
"Oh, that was a fine meal." "Yes it was, wasn't it?"
"Yes, What should we do now?" "Let's have lunch."

Regarding the movie trivia contest, if you have any questions please contact Customer Service at 1-800-99FILMS.