



ALBRECHT

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**cinec – International Trade Fair for Motion Picture Technology
20th – 22nd September 2008
M,O,C, Munich, Germany**

2007 was a good year. Perhaps not for German cinemas - their operators had even fewer visitors and even lower turnover than the year before. But definitely for German film. In spring, the Academy Award for “The Life of Others“ turned even unemotional news anchors into enthusiastic cineastes, and the new film fund which poured 60 million Euro into the production industries seemed to make an impact. In 2007, more films were shot than for decades: Over 150 feature films kept crews and rental companies constantly busy.

The “big“ project which captivated press and audience was not amongst them, but a lot of respectable films which were definitely worth watching. Christian Petzold’s “Yella“, for instance, whose leading actress won the Silver Bear and of course Fatih Akin’s “The Edge of Heaven“, who was awarded the Golden Palm in Cannes for his screenplay.

The newcomers have also set a new record: Amongst the five films from outside the U.S. which were nominated for the Annual Foreign Film Student Academy Award, there were four contributions of German film schools in 2007.

The winner was “Nevermore“ of the Filmakademie Baden-Württemberg.

At the end of the year, the German film industry could even celebrate a triple triumph – with European Film Awards for camera, production design and screenplay.

Even if the Arts and Culture sections of newspapers might not have shown major interest: Beyond any “hype“, a lot of work had been done, and this is also a sign for consolidation. The foundation for a multitude of film premiers in 2008 had been laid.



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Equally unnoticed, the film technology had an excellent start into the new year: At the “Technical Academy Awards” Klemens Kehrer, Josef Handler, Thomas Smidek and Marc Shipman Müller, who had constructed the “Arriflex 235”, which is a lightweight 35-Millimeter-Camera especially for handheld photography, received a certificate as well as Ernst Tschida and Walter Trauninger for the design and engineering of the ARRI WRC wireless remote lens control system. Christian Tschida and Martin Waitz were also granted the Academy certificate for their cmotion Wireless Remote System. This year, Sebastian Cramer and Andreas Dasser of P+S-Technik are going to be honoured for the Skater Dolly and its family of products. Eastman Kodak even receives the Oscar statuette which is not always being awarded in the technical field. The company receives the prize for the development of photographic emulsion technologies incorporated into the Kodak Vision2 family of colour negative films.

All companies have been exhibitors at the cinec for years and they have also been honoured with the cinecAward for their extraordinary achievements.

These and many more new developments are presented at the cinec in the M,O,C, in Munich from 20th – 22nd September 2008. With its clear focus on professional film technology, cinec has proven to be an efficient trade fair, which brings together the leading companies of the industry and an international audience of professional users – and attracts more and more visitors from the emerging markets. For the seventh show, a further increase in the number of exhibitors and visitors is expected.

Not only the latest and established technology from the fields of lighting, sound, camera and postproduction will be shown: in talks, workshops and seminars of the cinecForum “The Future of Cinematography” leading experts and experienced film-makers are going to discuss what affects and will affect the film industry in 2008 and in the following years.



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We will present the topics in our next press releases – In September, you can see and learn even more at one of the leading film technology fairs: the cinec. We look forward to welcoming you!

Save the date!