

Production Shooting and Telecine



Full 35mm film frame

When shooting on 35mm it is essential to have the correct ground glass that allows composing a 4:3 safe within a 16:9 frame. Super 16mm film has an aspect of 15:9 which is very close to 16:9, only a small amount of picture is lost vertically.



16:9 selected area

In Telecine a 16:9 area is selected within the frame and this is transferred. There is latitude vertically from which a section of the picture is selected. This 16:9 image is squashed in order to accommodate it within the realm of traditional post production equipment resulting in a 16:9 full height anamorphic picture.



16:9 FHA image

All elements of post production is carried out at this aspect and final delivery to the broadcaster is as a 16:9 FHA master.



14:9 picture

FHA masters can be aspect ratio converted and delivered as a non-anamorphic picture in a 14:9 letterbox if required.

Reworking Existing Footage



4:3 pasted onto 16:9 pillarbox



Viewed 14:9 postage



4:3 stretched to 14:9 as seen on 16:9 TV



4:3 stretched to 14:9 on 4:3 TV

Pillarbox

Pillarbox or side curtains is the name for the technique of just pasting the 4:3 commercial onto a 16:9 frame. The edges of the 16:9 frame will just be black and will be different from other commercials in the break. A 14:9 picture derived from a 16:9 pillarbox image will have a black frame all around, often referred to as postage stamp. It is thought most people will find this option unacceptable and broadcasters may move to ban this.

Re-racking

This process is similar to the racking process for cinema that we currently perform for commercials with tv and cinema release.

During aspect conversion a 16:9 area is selected from the original 4:3 material. The area selected may vary from shot to shot and may even involve some pan and scan type correction. It is essential the correct area of the source material is selected as is demonstrated.

The main drawback with this method is that analogue viewers watching the 14:9 version will lose a lot of the original 4:3 material.

