Reformatting

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The Translation Problem

Content translated into new delivery devices changes meaning
– A photo vs. a painting
– If Info is produced originally in digital form in one encoded format, will it be the same when translated into another format?
– Behaviors

Thinking of the Future (1/2)

• Screens will be different resolutions and different aspect ratios
• CRTs won’t exist
• A decade or 2 from now, today’s user interfaces will look like arrow-key navigation looks like today

Screen Formats

Pan and Scan example

7 Brides for 7 Brothers, Stanley Donen, MGM, 1954 from http://en.wikipedia.org/wiki/Pan_and_scan

Commercial Reformatting Issues:

PR at 1967 re-issue of GWTW

• “Spherical Blow-Up”
• “In the Splendor of 70mm. Wide screen and full stereophonic sound!”
• “For the thousands who remember its unparalleled drama, action and romance! For the new thousands to whom the wonders will be revealed for the first time! Breathtaking spectacle, inspired acting by the greatest cast ever assembled! The screen’s most exciting love story! The most-talked about picture ever made!”
  http://www.imdb.com/title/>0031381/taglines
But most people didn’t know that 70mm widescreen is different shape than 35mm normal.

Change in Aspect Ratio forces cutting

This meant eliminating part of the frame

Eliminating even in famous scenes

But the re-release wasn’t governed by artistic concerns

- Intellectual Property is owned by MGM, not by Fleming or Selznick
- MGM is motivated maximizing profit, not in maintaining artistic integrity
- Bigger is always better
- Not radically different than another blow to artistic integrity/originality in Atlanta 20 years later…

Keep Old Video Equipment--NARA
Keep Old Video Equipment--NARA

Keep Old Audio Equipment--NARA

Grading Example (1/3)
www.brianpritchard.com

Grading Example (2/3)
www.brianpritchard.com

Film Grading

Grading Example (3/3)
www.brianpritchard.com
Timming Tapes

Grading Notches

Grading Printer (1/2)

Grading Printer (1/2)

Old Grading Method

Film Printers
- Step Printers
- Contact Printers-
- Wet Gate-
- Dry Gate
Cheap Telecine

Restoration-Scratches (On the Waterfront)

Restoration-Splices/Scratches

Restoration-Opernball

Restoration-HP Labs

RCI Color Restoration