

Jersey Number Nine Productions shoots "The African Campaign" with ProHD

Production company's first full length feature shot using JVC's GY-HD101E

London, 05 October 2008 JVC's ProHD camera was an easy choice considering the nature of the production and the anticipated workflow for Jersey Number Nine Productions (www.jerseynumbernine.com) first feature film. Shot entirely using the GY-HD101E camera, "The African Campaign" is set in the UK and exported for post production to the United States, creating the special effects seen within the film.



JVC's line of ProHD cameras offer professionally featured, full resolution progressive scans ideal for the ambitious and uncompromising videographer. The productions that came before "The African Campaign", such as the Australian feature "Gabriel" (dir. Shane Abbess) convinced Jersey Number Nine of the strength of this 3CCD camera. When blown-up to 35mm, "Gabriel" impressively retained its resolution and earned theatrical distribution through SONY. Though "The African Campaign" was scripted for a television audience, functioning as both stand-alone movie and serial pilot, the GY-HD101E had the ability to provide a PAL 720/25p production at the forefront of the industry.

"Because our shoot demanded excellent camera manoeuvrability, as we navigated the London Underground; along the Thames near Parliament; in and out of cabs; through congested London Hospitals, we needed the compact structure of the GY-HD101E," commented on their website, "It is also worth noting, that it was this professional camera's unobtrusive design that convinced stewards of a 12th century Norman church to permit shooting on location; a larger, potentially more menacing camera might have jeopardized several crucial interior and exterior shots!"

From the beginning, "The African Campaign" placed unique expectations on the film's videographers: a high quality picture that would stand-up to the intense rendering in post-production and one that was often achieved in low-light situations. "JVC's user-friendly design, which isn't overly menu-driven, freed our production from time consuming technical concerns common in many other cameras. The JVC GY-HD101E performed extremely well in low-light situations and delivered an exceptional image for the editing."



The ProHD camera made particular sense considering the film's workflow. Capturing and editing of the footage stateside entailed the Matrox RT-X2, which crucially supports real-time native editing of JVC's ProHD HDV 720p format. The HDV international compatibility of the JVC BR-HD50 Pro-HD Digital Video Recorder, which can switch between HDV 60 Hz or 50 Hz base as required, allowing recording and playback of 720/25p made it easy to work with the internationally sourced material; this meant that Jersey Number Nine were able to seamlessly transfer it to their non-linear system for editing in the United States.

"It is not an overstatement to attribute so much of what has already been achieved for "The African Campaign" to JVC's line of ProHD cameras."

Jersey Number Nine Productions are currently seeking distribution, for further information please visit www.jerseynumbernine.com