First App Created for General Public by Academy's Sci-Tech Council

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Beverly Hills, Calif. (RPRN) 04/07/14 — ACADEMY COLOR PREDICTOR LAUNCHES ON iTUNES

–The Academy Color Predictor, the first app created for the general public by the Science and Technology Council of the Academy of Motion Picture Arts and Sciences, is now available on iTunes. The free app for iPad iOS 7 will be highlighted at the 2014 NAB Show in Las Vegas this week.

Created by the Sci-Tech Council's Solid State Lighting Project Committee, the app helps filmmakers predict the interaction of the key ingredients in cinematography: the lights, camera, filters and the photographed objects themselves. Users can change key source light, image sensor and filter parameters to instantly visualize color rendering differences and compare different combinations of elements.

"This app emerged from our conversations with cinematographers, production designers, costume designers and set decorators who were

struggling to predict color reproduction when switching from traditional incandescent light sources to solid state lighting," said Andy Maltz, Managing Director of the Academy's Science and Technology Council. "After a successful beta test, we're now offering this app free, for general consumption, so that all types of content creators, researchers and students can benefit from our research."

"We're delighted to once again make available the Academy's research to the film community and the general public," said Academy CEO Dawn Hudson. "This app helps address a specific production need for filmmakers and underlines our commitment to driving technological advances that benefit both the motion picture industry and aspiring filmmakers everywhere."

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About the author:

Academy of Motion Picture Arts and Sciences is the world's preeminent movie-related organization, with a membership of more than 6,000 of the most accomplished men and women working in cinema. In addition to the annual Academy Awards – in which the members vote to select the nominees and winners – the Academy presents a diverse year-round slate of public programs, exhibitions and events; provides financial support to a wide range of other movie-related organizations and endeavors; acts as a neutral advocate in the advancement of motion picture technology; and, through its Margaret Herrick Library and Academy Film Archive, collects, preserves, restores and provides access to movies and items related to their history.

Through these and other activities the Academy serves students, historians, the entertainment industry and people everywhere who love movies.

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