

# Television, Film & Theatre Services

**Sets • Backdrops • Props • Posters • Billboards**

Flash Photobition have created an enviable reputation built upon its quality development of television, film and theatre sets and promotional material. We have the capacity to print images onto many flexible materials, of virtually any size, that can be used for a variety of applications.

Having serviced the entertainment industry for many years, Flash Photobition understand the tight deadlines and complicated logistics particular to the industry. That is why we provide the advantage of having all production and installation covered in-house. Our team of consultants and graphics specialists will work with you to produce a visual solution that will deliver on your objectives.



Morning News

The one backdrop can change from sunrise to sunset, from day to night and virtually any other time in between.



Evening News

## Applications of our graphics have included:

- sets and backdrops suitable for a variety of lighting, camera and space requirements
- promotional tools including posters and billboards
- on set advertising material such as light boxes in airport scenes, posters and billboards
- day and night images for film and television
- complete fit outs of shops and offices
- smaller graphic-based props such as coverings for poker machines, maps and plans printed on parchment paper, printed curtains and graphics on translucent plastic

## Channel Seven News

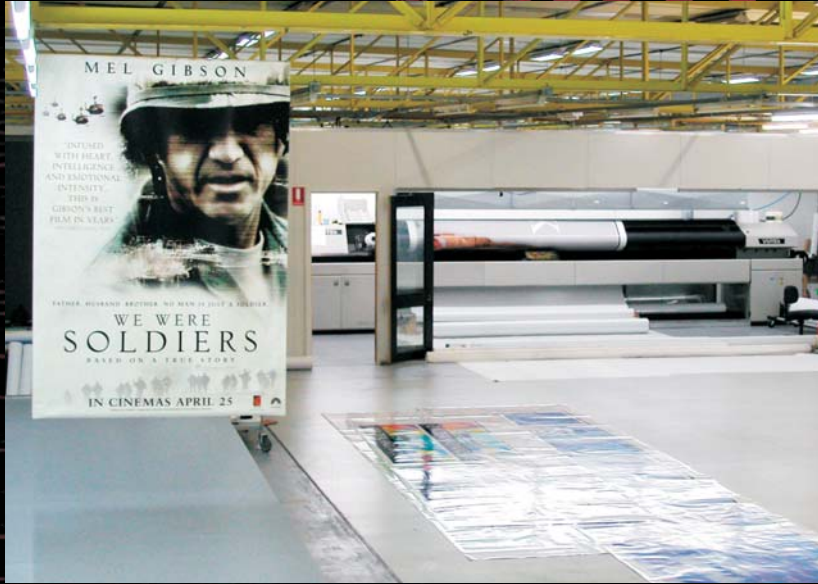
Channel Seven News wanted a backdrop to be used for all their news programs. Flash Photobition worked with Photographer David Hunt and Designer Mark Dyson to capture a city-scape of Sydney, once during the day and again at night. The photographs were digitally retouched and then printed on back-lit vinyl. As this new technique has never before been produced in Australia, we cannot reveal all our secrets. What we achieved however, were several distinct looks using the same backdrop. By simply adjusting the intensity and direction of light, the backdrop can change from sunrise to sunset, from day to night and virtually any other time in between.

## Digital Printing Technology

Flash Photobition make it a point to continually invest in the latest digital imaging and output technology.

- Durst Lambda printer has the ability to expose digital images and text files directly onto conventional, reflective and back-lit photographic materials. Through laser imaging, the Lambda will produce a high quality, continuous tone image.
- Our Vutek inkjet printer has the capacity to print on any flexible material up to five metres wide and to any length. Its quality is unsurpassed when it comes to printing at this scale.

Digital printing is becoming increasingly popular over conventional methods as it delivers immediate output and true colour reproduction.



## We Were Soldiers

Icon Film Distribution required over 200 promotional posters for the recently released We Were Soldiers film. Latex was the chosen material for over half the posters. Whilst being Flash Photobition's most cost effective material, latex is highly durable and water-resistant making it suitable for outdoor use. It can also be used as a cost-effective back-lit and can be printed double-sided. Icon Film Distribution found digital printing to be their preferred option due to its high quality and quick turn around time. Compared to other methods of poster creation, such as screen-printing, our Vutek printer is ready for immediate output straight from a digital image.

## A Current Affair

Channel Nine's, A Current Affair (ACA) program features the largest back-lit television set in Australia, measuring 16 metres wide and three metres tall. Using our Vutek printer we printed the city-scape onto back-lit vinyl. ACA wanted a city-scape to be accurately reflective of the time of day during broadcast. Given ACA's 6:30 p.m. time slot, the amount of day-light differs according to the time of year. To solve this problem the afternoon city-scape was digitally altered into an evening city-scape.

The graphics are changed over every six-months.



## Other Flash Photobition projects that you may be familiar with include:

- Crocodile Dundee III - backdrop
- Inspector Gadget II - artificial billboard
- Garage Days - gaming room props
- Sydney Dance Company - front of house advertising
- Bell Shakespeare Company - front of house advertising
- Down and Under - two 30 x 5 metre back-lit backdrop
- Australian Chamber Orchestra - front of house advertising
- Sydney Olympics - media backdrop
- Today Show - latex paper backdrop
- Volkswagon Commercial - back-lit backdrop
- Always Greener- polycotton backdrop