

ASC Presentation of Standard Evaluation Material II: *The Mission*

- ▶ Moderator: Wendy Aylsworth - Producer
- ▶ Jay Holben, Associate Member of the ASC – Director/Writer/Producer
- ▶ Joachim Zell, Associate Member of the ASC – Producer/Post Supervisor
- ▶ David Stump, ASC – VFX Supervisor
- ▶ Steven Shaw, ASC – Stunt Coordinator, 2nd Unit Director/Cinematographer

Standard Evaluation Material II (StEM2)

A project by the
Motion Imaging Technology Council of the
AMERICAN SOCIETY OF CINEMATOGRAPHERS

Curtis Clark, ASC – Executive Producer



- ▶ This standard visual reference material is intended to evaluate display and projection technologies. The material will be:
 - ▶ Freely and readily available
 - ▶ Well-documented regarding the process of creating the material and its intended technical exploitations
 - ▶ Used for both theatrical and home viewing environments
 - ▶ Entertaining to watch

Purpose of StEM



The original
StEM
Italian
Wedding



- ▶ Created in 2004 as a collaboration of the ASC and Digital Cinema Initiatives (DCI). A 12 minute narrative-style film that:
 - ▶ Helped technologists to establish technical parameters for Digital Cinema specifications
 - ▶ Helped manufacturers validate products to D-Cinema standards and verify quality of image output
 - ▶ Helped creatives understand the “look” that could be achieved with various digital tools
 - ▶ Helped everyone evaluate the following digital developments: Image quality of D-Cinema projectors and color grading for D-Cinema projection
- ▶ StEM1 continues to be a bellwether of the industry in evaluating first generation digital developments.

History of StEM 1

The Mission

The Mission is a fast-paced high-octane short film following three scientists in search of a mysterious ore. As they excavate the glowing element from within a deep cave, the forces of evil close in to thwart their efforts.

The scientists get their prize and are immediately pursued by the darker forces requiring a fast and fantastic escape.



ASC Presentation of Standard Evaluation Material II: *The Mission*

- ▶ Moderator: Wendy Aylsworth - Producer
- ▶ Jay Holben, Associate Member of the ASC – Director/Writer/Producer
- ▶ Joachim Zell, Associate Member of the ASC – Producer/Post Supervisor
- ▶ David Stump, ASC – VFX Supervisor
- ▶ Steven Shaw, ASC – Stunt Coordinator, 2nd Unit Director/Cinematographer



StEM2:
The Mission
brochures

- Registration
- Innovation Zone