

## 3-Perforation Cameras. Now in the Midwest at Fletcher Chicago.

*Reduce your Budget - Not your Quality.*

### WHAT ARE 3-PERFORATION CAMERAS?

3-Perforation cameras are standard film cameras designed to use only three perforation movements per image frame versus the traditional four perforation advancement. By eliminating the unused space between frames found in 4-Perforation, 3-Perforation cameras result in a **25% savings** in film stock and lab costs and allows each magazine to last 33% longer. All this with no reduction in 35mm image quality.

4-Perforation



4-Perforation cameras have been the standard for years, but for widescreen productions, there is unused film between frames.

3-Perforation



The use of Arri 3-Perforation cameras is the most cost effective way to shoot widescreens with full 35mm image quality.

4-Perforation



3-Perforation



The shape of a 4-Perforation frame is suited for traditional 4:3 television work. Widescreen frames can easily fit onto 3-perforations while eliminating unused film.

### WHY USE 3-PERFORATION NOW?

Fletcher is proud to bring this technology into the Midwest community. 3-Perforation has been around for years, but with the emergence of 16x9 HDTV and Digital Intermediate it is now becoming mainstream. It is perfect for those shooting for high definition or for multi-format content.

- HDTV Popularity
- 16:9 Commercials
- Digital Intermediate

### SAME FILM – MORE FRAMES

A single perforation difference may not seem like much, but when you're shooting millions of frames over thousands of feet of film, the savings add up quickly. Not only will a production shooting with 3-Perforation cameras save by shooting more efficiently, the production also saves at the lab and in the field by getting longer takes with less mag changes.

**4P:** A single 400' roll of 5218 yields 4:30 mins  
**3P:** The **same** 400' roll of 5218 yields 6:00 mins

