

For Immediate Release

PRESS RELEASE –ROMAN GOES WEST

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Paul Roman joins West Post Digital as its prime colorist. In Los Angeles Roman has worked at Cinesite, Encore, and the Post Group using on many types of systems such as Da Vinci, Spirit and Pandora. At West Post he is using the facility's fully loaded Da Vinci on shows like "Laguna Beach" which the New York Times has just described as looking as if "every frame is dipped in honey."

Paul Roman honed his skills by finishing BMW and Mercedes commercials in South Africa. Next stop was London where he worked at the Moving Picture Company. Back in LA at West Post Digital, Paul Roman gives video a film feel, "It's more demanding, since I'm working with half the color, one tenth the gray scale and half the dynamic range."

West Post Digital's tricked out Da Vinci provides him with astounding flexibility. "With the defocus boards and multiple tiers, I can selectively blur background or highlights changing emphasis within a frame," Roman explains. "The trick in doing it right is to not draw attention to my efforts but make sure the DP's vision is realized."

Unlike film, video has a different set of problems. Reality shows shoot fast and furiously. White balance is frequently an afterthought. High Def is an improvement, but still requires careful cultivation to maximize image quality. Digital Intermediates are another tool that Roman has been adding to his painter's palette.

Roman is thrilled to be working at West Post Digital, one of the last surviving owner operated post houses in Los Angeles. "It's great to get out of a corporate culture. The place is not top heavy. The money goes on the screen, not to inflating stock prices." Having worked for the biggest, Roman is convinced that, "It's important for independent filmmakers to work with independent companies, or all of us will be swallowed up, reduced to mere employees."

Roman brings an impressive array of series and feature credits to West Post from work on "Over There," "Law and Order," "Dr. Quinn," "Dawson's Creek," and "Buffy the Vampire Slayer" to music videos with Michael Jackson and the Red Hot Chili Peppers, to Imax features and movies of the week like "Tuesdays with Morrie."

In today's demanding post environment, West Post Digital has thrived by finding a specialist's niche, concentrating on standard and high definition finishing. The West Post staff is adept at shaping desktop edits into polished masters held to the exacting specifications that networks demand. West Post describes itself as "big enough to get the job done and small enough to care." For a free consultation at West Post Digital and a visit with Paul Roman call (310) 315-0028 in Santa Monica, or go to www.westpostdigital.com

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