

FOR IMMEDIATE RELEASE

Richard W. Kroon Gives Keynote Address to Post Production Master Class Hosted by Createasphere

Burbank, California – (November 5, 2010) – Earlier today, Richard W. Kroon, author of Hollywoods'® *A/V A to Z*, delivered the keynote address for Createasphere's inaugural Post Production Master Class, focusing on the language of post-production and the importance of clear communication in an increasingly complex field.

After Mr. Kroon's opening remarks, he was joined on stage by a panel of post-production industry experts featuring Ed Elliott, Sr. Solutions Architect for Technicolor Digital Content Delivery; Joel Odesky, SVP of Strategic Services for Telecorps; and Joshua Pines, VP of Imaging Research and Development for Technicolor Digital Intermediates.

According to Mr. Kroon, "Post-production is wedged between production and distribution and neither end of the pipeline really understands what happens in the middle. It may as well be magic. 'Fix it in post,' has been heard on the set almost as much as 'Action' or 'Cut,' but with today's compressed schedules, overlapping production and post periods, and compressed released windows, there isn't time to correct mistakes—especially those that could have been avoided up front by taking the time to ensure clear communication and a common understanding among all of a project's participants."

About Createasphere:

Createasphere is a global community builder for the entertainment technology industry that builds and connects communities and advance technology and careers through their expos, conferences, education, and online offerings. Createasphere's programs include the Entertainment Technology Expo, the Digital Asset Management Conference, and the Post Production Master Class. More information is available at www.createasphere.com.

About Hollywoods, LLC:

Hollywoods, LLC, originally established in 2005, is located in Los Angeles, California. The company provides a family of media and entertainment (M&E) reference materials, including an online directory of industry support organizations and a range of M&E encyclopedic dictionaries that cover the full media product lifecycle across all content forms and media. More information is available at www.hollywoods.org.

About Richard W. Kroon:

Richard W. Kroon shot his first film more than 25 years ago. Since then, he has worked on numerous independent film and video projects in front of and behind the camera, gaining experience as a writer, director, and producer along with the various production crafts ranging from set construction to rigging grip. Mr. Kroon has spent the last 15 years focused on the business side of the media and entertainment industry, including senior positions with the Motion Picture Association of America and Technicolor Digital Content Delivery. In addition to being an award-winning videographer, Mr. Kroon is a member of the Society of Motion Picture and Television Engineers and holds a BS from the University of Southern California, an MBA from Auburn University, and post-graduate certificates in Film, Television, Video, and Multimedia from UCLA Extension's Entertainment Studies program.

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Editors: A/V A to Z review copies, images, and additional information are available upon request. See www.hollywoods.org/press.

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