



guide to
digital backdrops

Guide to Rosco Backdrops

Rosco has been creating backdrops for the film and TV industries since 1987. The US TV show **Kate and Allie** used a computer generated image on the front of a drop, and hand painted blackout on the back, to create a day/night effect. Rosco went on to work on a whole raft of US and international TV shows and films, and even produced life size vinyl prints of US tanks to be used as decoys during **Operation Desert Storm**.



Making significant technological advancements in the field of digital output, in 1993 Rosco developed the front and back printed day/night backdrop. This proved perfect for use on the award winning television show **NYPD Blue** and the acclaimed feature film **Apollo 13**. These new, tough backings gave the appearance of both day and night - and a variety of other light and weather conditions - depending on how they were lit. In 2001 Phil Greenstreet of Rosco Hollywood was honoured by the Academy of Motion Picture Arts and Sciences with an Academy Technical Achievement Award for the development of this system.

The citation reads, "This unique photographic scenic backing allows a smooth transition from day to night views with a single backing. [Such] backings provide an important new creative tool to filmmakers, saving time, money and stage space".

This was followed by an Outstanding Achievement in Engineering Development from the Academy of Television Arts & Sciences at the 2004 Primetime Emmy Awards.

There are many reasons to use a backdrop, for example to create the illusion of a particular time and place or to ensure accurate continuity from one scene to another. Rosco backdrops add image quality, durability and the flexibility of a bespoke service into the mix. Even size is not a problem for Rosco's digital Imaging service, with the tallest drop produced to date being 12 metres high and the widest being a 124 metre behemoth cunningly designed to be broken down into smaller panels and reassembled as needed.

How Rosco Backdrops are made

- Rosco's backdrops are printed onto vinyl substrates by a large computer driven machine, in strips up to 4.8 metres wide and up to 18 metres long that can be welded into one piece.
- Scene changes from day to night can be made in minutes or real-time rather than hours, saving production time and money.
- Rosco's images have a characteristic dot structure. In regular use the dots do not read at all and with several dot sizes to choose from we can tailor the reproduction to the individual requirements of each production.
- The broken-up nature of the resolution removes the need for scrims in front of the backdrop.
- After the photograph has been shot, but before the backdrop has been printed, it is possible to alter or remove part of the image. Productions have tinted autumn trees to change them to summer, turned snow patches to mud, and adjusted the colour temperature of windows and other light sources. Buildings and trees can be removed or changed, sunny days or ice storms created.
- Digital retouching gives the director exactly what the screenplay requires.

Some Productions Using Rosco Backdrops

To create the view from the Bad Guy's headquarters in London for the 2003 film **"Johnny English"**, Art Director John Frankish turned to the Rosco Rental catalogue. Despite the fact that S-0026 was a day/night view of New York produced for the feature **"Changing Lanes"**, the overall size of the drop (8m x 112m) and the general scenery (tall buildings and a prominent river) worked well as the background of London. The drop was transported from Los Angeles to London in two very large shipping tubes, and returned by similar means upon completion of shooting. The large backing also saw significant use in the 2004 release **"In Good Company"**.



Rosco Australia supplied NBC's studio backdrops for their **2000 Sydney Olympics** coverage, with two large day/night's of Sydney Harbour and skyline. The Lighting and Art Departments then collaborated to project a variety of waves, clouds, and blinking and moving lights on the backing to create the illusion of life.



Above: Sydney Harbour day/night backdrop produced for **NBC Olympic Games studio**. Measuring 4m x 16m the photograph was taken from Fort Denison over a 15 hour period using transparency film in a large format camera. An additional extension of this drop was produced showing the Central Business District area and Botanical Gardens around to Kings Cross.

Some Productions Using Rosco Backdrops



For the feature film **Charlotte's Web**, shot in Melbourne during 2005, a farm set was built on a property near Ballarat. To overcome any vagaries of the weather or the behaviour of the movie's animal "actors", the farm was recreated on a sound stage. The team from Rosco in Sydney photographed the outdoor set and from these images Rosco supplied a printed day/night backdrop - measuring 9 metres x 30 metres - of the main house, together with a separate backlit drop 6 metres x 30 metres printed for another view on the property.



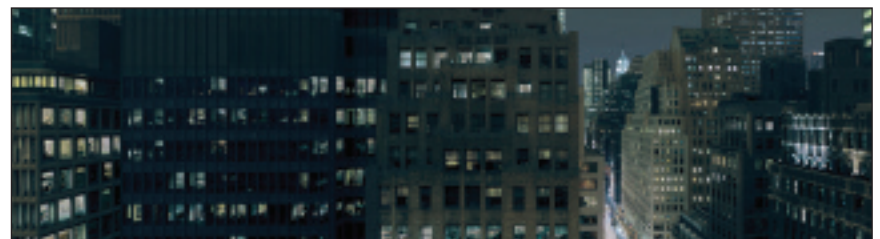
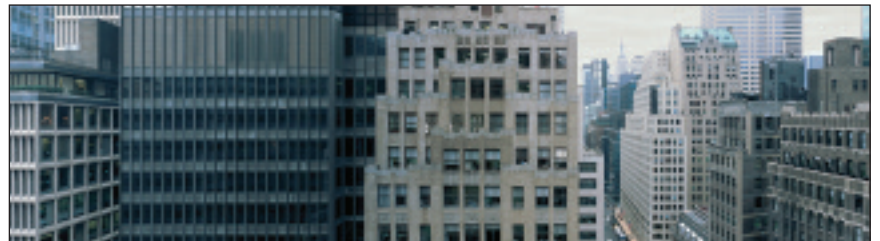
Some Productions Using Rosco Backdrops



"The Good Shepherd" (Academy Award nominated for Art Direction) used eight custom backings from Rosco, three backlights and five day/nights. Subjects ranged from the suburbs of Washington DC to the Dominican Republic. The image of World War Two London was pulled from the Rosco Image bank. The original was shot in 2003, but it was digitally reworked to remove modern features such as high rise buildings. No lights were permitted in the night image to simulate wartime blackout conditions. The Rosco Image Bank contains many images not currently available as rental backdrops, including shots from The UK, France, Czech Republic, Italy, and Greece.

For the third film in the **"Bourne"** series, **"The Bourne Ultimatum"**, it was important to match the location of Bourne's shadowy agency in New York City, seen in the last film. Rosco Los Angeles Photographer Phil Greenstreet travelled to New York and spent two days there with Art Director Alan Gilmore capturing day and night images of two locations. Digital Work was performed in San Diego, with the drops themselves being delivered directly to the soundstages in London.

A comment from Alan Gilmore "Rosco's knowledge of producing day/night backings was invaluable. The quality of the drops was excellent. Rosco's library of stock images is an excellent resource"



Some Productions Using Rosco Backdrops



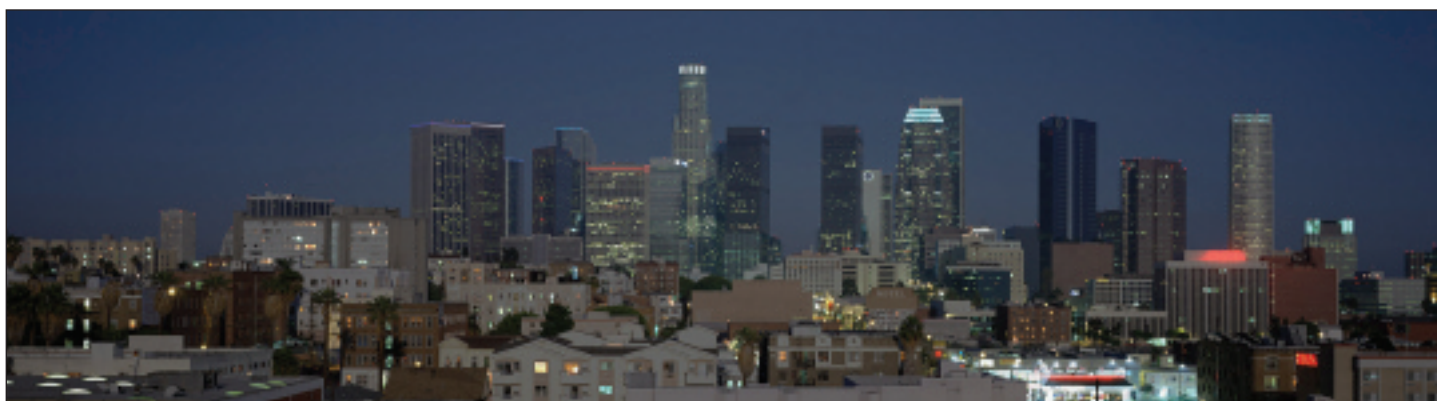
The above backdrop was commissioned by Luis Valles (Koldo) for Bocaboca Producciones for a Spanish series called **Con do Tacones**. It measures 18m x 5m

Other Productions using Rosco Backdrops have included.....

187	Dragnet	Las Vegas	Sabrina the Teenage Witch
About Schmidt	Dr. T and the Women	The Late Show with David Letterman	Save the Last Dance
Addicted to Love	The Dying Gaul	Law and Order Special Victims Unit	School of Rock
American Pie 3 (American Wedding)	Ed TV	Law and Order Trial By Jury	Sex and the City
American Dreams	Enough	The Longest Yard	Shaft
Angel	E-Ring	Medium	A Simple Plan
Apollo 13	Failure to Launch	Murder by Numbers	Six Feet Under
Bad Company	Family Law	Murder One	Smallville
Barbershop	Family Man	Monster-in-Law	The Sopranos
A Beautiful Mind	Frequency	NBC Sports Sydney Olympics	Strong Medicine
Beloved	The Fugitive	NBC Sports Salt Lake Winter Olympics	Stuart Little
The Bernie Mac Show	George of the Jungle 2	NBC Sports Athens Olympics	Stuart Little 2
Bones	Gigli	Night Stalker	Surface
Boston Legal	Gingerbread Man	Once and Again	Surviving Christmas
Bringing out the Dead	Gods and Generals	One Night Stand	Sweet November
Charlotte's Web	The Good Shepherd	Out of Time	Tango
Cinderella Man	Grey's Anatomy	Philly	Threshold
Close to Home	Guess Who?	Pleasantville	The X-Files
The Closer	Hope and Faith	The Practice	Town and Country
Constantine	Hotel Babylon	Prison Break	Triple X – State of the Union
Coyote Ugly	House	Proof of Life	Two for the Money
Criminal Minds	How the Grinch Stole Christmas	Raising Helen	Undeclared
CSI	Imposter	Ransom	Vanilla Sky
CSI-Miami	In Good Company	Rent	Veronica Mars
CSI-New York	In Her Shoes	The Replacements	View from the Top
Daddy Daycare	Isn't She Great	Romeo + Juliet	Will and Grace
Dark Angel	Johnny English		Without a Trace
Dark Water	Josh and Drake		You've Got Mail
Deadwood	Judging Amy		
Desperate Housewives	Just Shoot Me		

A Selection of Images Available to Rent

For a **FREE** CD giving the full range of rental backdrops just contact Rosco on: +44 (0)20 8659 2300 or alternatively you can log on to our website at: www.rosco.digital.com



A Selection of Images Available to Rent

R0054



S0013



A Selection of Images Available to Rent

L0045



COO39



L0055



C0015



A Selection of Images Available to Rent

L0048



R0085



R0007



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“Rosco leads with innovative solutions allowing creative people to achieve their vision while creating a compelling culture and sustainable growth.”