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# **West Hollywood Film Festival Premieres Super-Resolution Technology**

***Historic debut of 'Sounds' utilizes new technology  
available to independent movie producers***

WEST HOLLYWOOD, CA -- The first-ever West Hollywood International Film Festival announces that it will screen a very unique independent film featuring a new digitally enhanced movie with Blu-ray quality that was not shot in HD.

In its inaugural year, the 2008 West Hollywood International Film Festival (WHIFF) was founded by Martin De Luca, and is bringing in a diversified lineup of full-length international features and short films. The sci-fi comedy *Sounds* was selected as one of the U.S. movies to screen at the Regency Theaters on Beverly Blvd.

*Sounds*, a full-length feature film that was written, produced and directed by first time film maker Ryan Humphries was shot in Northern California and Washington, D.C. *Sounds* will make its West Coast premiere at the West Hollywood film festival at 4 p.m. on Aug. 1 as the first feature-length film to utilize revolutionary Super-Resolution Technology (SRT).

“Showing *Sounds* at WHIFF is so cool because it puts me back in the heart of Hollywood where I first learned the professional side of filmmaking,” said Ryan Humphries. “*Sounds* benefited greatly from Super-Resolution Technology, an awesome process that provides drastic improvement to the resolution quality of a finished movie.”

Until now, SRT has primarily been used in spy satellites, the military, the CIA, a few high-tech forensic labs and U.S. law enforcement agencies. Texas-based Topaz Labs ([www.topazlabs.com](http://www.topazlabs.com)) is the first to develop and introduce Super-Resolution Technology (SRT) to the independent film industry.

“The discovery of true SRT from Topaz is exactly what I and other filmmakers need,” Humphries said. “The term Super-Resolution Technology has been used before to describe the process of interpolating and smoothing pixels during image enlargement, which isn’t super-resolution at all to me. The Topaz technology uses a whole new approach to achieve super-resolution enhancement.”

The *Sounds* storyline portrays a group of vacationers who are mysteriously attacked after a UFO crashes in the nearby woods. To their rescue arrive a couple of goofy federal agents who tend to do more harm than good as they fight to save not only the four friends, but ultimately, all of humanity.

The SRT software empowers producers to bump-up their standard definition shot film to hi-def, or even hi-def to digital film of 4,000 pixels. SRT similarly parallels the difference in quality Blu-ray has achieved over standard DVD and compliments Blu-ray in a number of ways, providing greater marketing and revenue possibilities for film producers worldwide.

The inaugural West Hollywood International Film Festival has lined up numerous films from nearly 20 countries for festival screening at several venues, including the Regency Theaters, House of Blues, and the Writer’s Guild of America.

“We are very excited to be able to screen this new, ground-breaking technology at the West Hollywood International Film Festival,” said WHIFF founder and producer Martin De Luca. “The

purpose of this festival is to bring high-quality films from all over the world to Hollywood so we can help introduce them to everyone.”

Herb A. Lightman, a past professor who taught graduate film courses at both USC and UCLA, screened Humphries’ film and likens the effort to that of two of his former students, George Lucas and Stephen Spielberg.

“I saw something in these guys 30 years ago that wasn’t common in filmmaking at the time, and I see the same spark in Ryan Humphries,” said Lightman, who was also Editor in Chief of *American Cinematographer Magazine* for 16 years, and a past juror at WorldFest. “This event is a showcase opportunity for distributors to see fresh ideas, remarkable talent, and the passion that new filmmakers bring to the industry.”

*Sounds* was also featured at the recent National Association of Broadcasters conference where Topaz Labs promoted the technology by showing “Before” and “After” clips from the movie.

For ticket and schedule information for all films to be screened, visit [www.whiff2008.com](http://www.whiff2008.com).

For more information about *Sounds* and to see the innovative flash SRT demo, visit: [www.soundsthemovie.com](http://www.soundsthemovie.com).

### **About West Hollywood International Film Festival**

The West Hollywood International Film Festival was founded by Martin DeLuca to celebrate filmmakers and their films from around the world to West Hollywood. The film festival runs July 29 through Aug. 1 and features events, booths, entertainment, discussion panels and of course a great choice of films to watch. For more information, visit [www.whiff2008.com](http://www.whiff2008.com).

### **About *Sounds***

*Sounds* is a fictional sci-fi thriller-comedy that pokes fun at cinematic drama. Writer/Director Ryan Humphries combines two entertaining elements: Sci-Fi eeriness and comedic timing in this

spoof about FBI agents on their biggest case ever. Executive Producer Robert Lenney is currently seeking distribution for *Sounds*. Website: [www.soundsthemovie.com](http://www.soundsthemovie.com).

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