

# Hollywood in the clean room



The new corporate video presents Unaxis as a leading global player and shows thin film technology in a new light. West meets East and technology meets Hollywood. The result is a portrait of Unaxis for the senses and for the big screen. It is suitable for use anywhere the corporation needs to be presented, such as employee functions, customer presentations, recruitment talks, conferences or universities.

The Unaxis Corporate Film Project was started back in July 2000. At the outset, nobody was quite sure where the journey would lead. One thing, however, was certain – it should travel right around the globe and straight through the heart of the IT universe. Think global, film local, was the brief. The aim was to establish Unaxis as a global player and to give shape and definition to the individual IT divisions and their respective markets. After an intensive design phase and a series of in-depth discussions with corporation and division managers, it was all systems go. Filming was started last September in Trübbach and Balzers. Two months later, there were 20 hours of film material – in the can –, covering everything from cluster tools in full action to the night market in Taipeh, from the Unaxis R&D lab in Osaka right through to the state-of-the-art clean room in St. Petersburg, Florida.

## Close encounters

Very quickly after the initial meetings with Unaxis IT specialists, the film crew were sure of one thing – Unaxis does not simply consist of DVD SPRINTER systems and TFT-LCD coating systems, «ColorWheels» and flip-chip technology, but of people who are one or two IT development stages ahead of the pack. The aim was to translate this feeling into pictures, the feeling that whether in Palaiseau or Hsin Tzu, San José or Trübbach, there are dedicated teams of «enablers» hard at work. Of course, screen stardom is not for everyone. It's not that easy to act naturally in front of the camera or to be able to smile for the sixth take that morning. There may be many disappointed Unaxis employees who, after being subjected to the harsh glare of the floodlights, are unable to find themselves in the final 15 minutes of film. This, however, has more to do with the restricted length of the film than with their acting abilities. We apologize for any inconvenience and disappointments and once again extend our warmest thanks to all our leading and supporting actors and everyone else who was involved in any way, shape or form.

## Frank Coluccio, Lead Engineer, Unaxis Data Storage, North America

«I was pleasantly surprised at how relaxed the film crew made me feel in front of the camera, I have to say they were a very creative team and true professionals. I am seriously reconsidering my career options to include acting in action/adventure films. The filming was done on election day here in the US, this allowed us a lively discussion over dinner concerning US politics and the confusion over the elected President.»



The camera team made every effort to get the best shot.

## THE VIDEO

The Unaxis corporate video was conceived and produced by Richtman Pictures (Zurich/London). The production methods used were exclusively digital. The recordings were made with a Sony digital camera, cut on a nonlinear system and mastered on Digital Beta. The narrator's voice came from New York via 3 ISDN lines and the musical compositions were digitally arranged. The film is available in Pal and NTSC formats on video cassette, CD-ROM and mini-DVD. Get additional copies from [orders@unaxis.com](mailto:orders@unaxis.com)



## Men in white

Even better than in the final assembly in Trübbach would be to see the Unaxis systems actually in use at customer sites. An entire line of DVD SPRINTERS or a sparkling new CLUSTERLINE; this of course would have been right at the top of the wish list, technically, however, not so easy to film. Clean rooms are by no stretch of the imagination film studios. Despite this, wherever the camera crew turned up (always with a full entourage of technicians and a whole host of equipment), whether at WAMO in Scranton or National Semiconductors in Taipeh, they were treated with courtesy and patiently dressed in clean room approved clothing. Usually, however, the camera trolleys, rails and floodlights had to remain outside, while the crew carried out their business in crisp, clean room white. Even with limited resources, the results are quite impressive. Even corporate movies need a little bit of Hollywood, especially when out to impress.

## Golden eye

Each film is made three times. First as a concept, then with the camera and finally in the cutting room – the cut-

### **Gordon Shyu, Vice President, Semiconductor and Optics Division in Taiwan**

«The filming of our big boss and our key customers with Daniel Richtman was a wonderful experience. It helped to bring our customers much closer to our company. One thing I recall is when we were filming in Hukou old town. When Heinz Kundert walked with Dr. I-Wei Wu, executive VP of Topoly, through the traditional building and the street, many people were looking on. They thought that we were filming for commercial cinema and that Heinz Kundert was a famous actor. Many people wanted an autograph from him, but we refused them. The contrast of the traditional (Hukou old town) and the idea of innovation with Heinz Kundert made a very strong impression.»



The film shows the connection between vision and technology.

ter sits in front of the screen, selects the best scenes and puts them together to create the best possible effect. A corporate film on this scale involves collaboration on an international level – in its design as well as its realization. At the heart of the operation was a small three-man team, supported by local production managers and crews with their own equipment. Reinforcement was brought in from London for the final cut. The renowned «golden eye» of

MTV's cutter Chris Muckle selected the best scenes and put them in the right order. Of course, in the end result it all seems so obvious. All the unexpected surprises big and small are forgotten, all the discussions on camera direction, lighting effects and so on, whether major or minor, are also a distant memory. Not to be forgotten, however, are the many enthusiastic encounters with all those Unaxis specialists who helped to make this vision a reality, under the slogan «making IT possible».



Gordon Shyu and Daniel Richtman relax after a strenuous day of shooting in Taiwan.

