

JCA Restores ITV Global hit show *Sharpe's Rifles*



London, UK 1 November 2010 - JCA, provider of media management services to the digital, TV and film industry, today announces it has won a contract to restore the 1993 ITV hit show, *Sharpe's Rifles*. ITV Global is commissioning JCA to service the high definition (HD) re-mastering of *Sharpe's Rifles* for an autumn 2010 HD Broadcast and Blu-ray DVD release.

Sharpe's Rifles originally aired in 1993, and is the first of the *Sharpe* television dramas. The critically acclaimed television series is based on the novel of the same name. The restored series will be available to buy on Blu-ray later this year.

JCA's brief is to restore and enhance the 1993 "original negatives" for HD viewing. The procedure includes complete recreation of post-produced visual effects and subtitles, as well as preparation of the original negatives through scanning, conforming, grading, restoration and finally delivery of the completed project.

Matt Bowman, Commercial Director of JCA, comments: "Working on *Sharpe's Rifles* is another brilliant example of our ability to support high profile clients such as ITV Global Entertainment, Schedule2 and Film4 Libraries with all their restoration needs. The market demands fast, effective solutions delivered on time and on budget. JCA understands these requirements and helps rights holders unlock the value of their buried treasure".

Fiona Maxwell, Operations Director for ITV Studios Global Entertainment, adds: "It is so wonderful to see this quality Drama digitally restored and scanned to such a high resolution for HD Broadcast and Blu-Ray release. The depth of colour and quality of the production as captured in the original film elements is beautifully represented in the highly skilled work JCA has carried out on this prestigious series. Removing dirt, scratches and damage in addition to re-grading scene to scene with both automated and hand finishing finesse, truly represents the original vision of the film makers, and restores the series to its former glory."

For further information please contact Matt Bowman or Marcus Gage on 020 8357 5400 or see www.jca.tv .