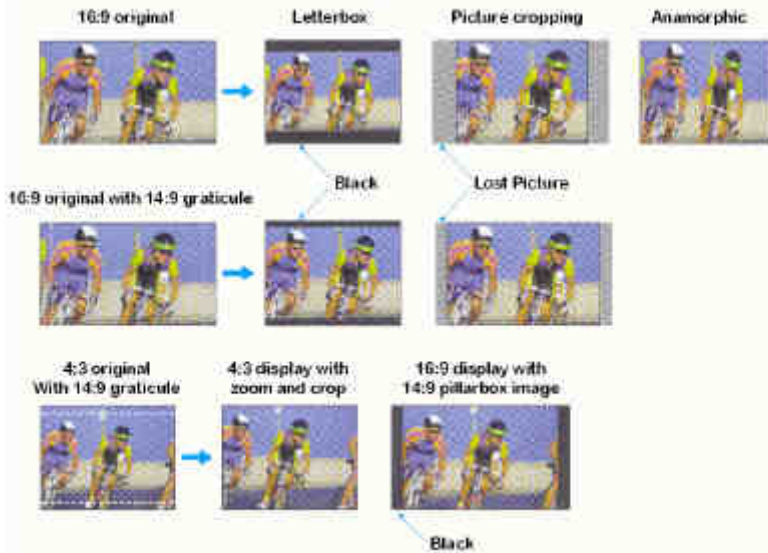


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4:3 - The aspect ratio we are used to watching. The only picture option that fills the screen where the proportions are correct. A widescreen recording would have been 'panned and scanned' to make it fit the 4:3 picture which results in a loss of picture information on each side.

16:9 Letterbox - A widescreen picture with a black section at the top and bottom of the screen. The picture does not fill the whole screen, but the whole picture is shown and correct proportions are retained.

14:9 - This is a halfway house. The picture looks similar to 16:9 Letterbox but the black sections are not so wide. A small amount of picture information is lost at each side.

16:9 Anamorphic - A widescreen 16:9 recording that has been squashed to fit into a normal 4:3 ratio. The picture fills the whole screen but items are tall and thin; circles look elliptical and people have long heads. Preserves all picture information.

Full letterbox - Fills the screen horizontally with the 16:9 picture width but compresses picture vertically to leave black at the top and bottom of screen.

14:9 letterbox - Almost fills the screen vertically leaving small black bands at the top and bottom, but has one sixteenth of the picture cropped off either side.

PRICE CODE SP 96

Our code ARC

PAL Broadcast Aspect Ratio Change (Fixed) through our SNELL & WILCOX ARC

PAL Digibeta Hi-definition aspect ratio change. [Please £10.00 for HI-Def SR.](#)

One master only.

Up to 15 minutes - £89.00	Up to 94 minutes - £119.00
Up to 34 minutes - £100.00	Up to 110 minutes - £124.00
Up to 45 minutes - £107.00	Up to 124 minutes - £150.00
Up to 64 minutes - £117.00	Up to 190 minutes - £161.00

PAL Broadcast Aspect Ratio Change (Fixed) through our SNELL & WILCOX ARC

PAL Digibeta aspect ratio change. [Please see above for Hi-definition and HI-Def SR.](#)

One master only.

Up to 15 minutes - £48.00	Up to 94 minutes - £74.00
Up to 34 minutes - £58.00	Up to 110 minutes - £81.00
Up to 45 minutes - £64.00	Up to 124 minutes - £89.00
Up to 64 minutes - £69.00	Up to 190 minutes - £99.00

Aspect ratio change for all PAL formats (incl DVD) except Digibeta and Hi-Definition formats - [above](#).

One master only.

Up to 15 minutes - £45.00	Up to 94 minutes - £70.00
Up to 34 minutes - £54.00	Up to 110 minutes - £76.00
Up to 45 minutes - £59.00	Up to 124 minutes - £84.00
Up to 64 minutes - £65.00	Up to 190 minutes - £92.00

Please ask for a quote on other quantities or formats.