

The Permanent Mission of the Republic of  
Cyprus to the United Nations.

c/o P. Paionides

Fax No: 001 212 685 7316

5-7-92

Dear Mr Paionides,

**LUMIERE**

SERVICE

I was indeed very delighted to hear from you, being so far away from  
Cyprus hearing about our company's activities, and I am greatly  
indebted for your kindness in conveying our messages to other  
interested individuals.

It is true that Lumiere has become the true leader in its field on  
commercial TV production in Cyprus with already a foreign clientele  
too. Recently we produced, competing with other Greek production houses  
the campaign for Road Safety for Greece.

Lumiere's outlook for the future has always been very ambitious and  
precise. We have currently completed a broadcasting standards production  
studio with a lot of amenities. I am enclosing with this letter which  
I am sending also by fax for your perusal, leaflets about the studio  
and the facilities.

BROADCASTING DEPARTMENT

We have already co-produced with France and Greece a full feature film  
on which we received for the first time as Cyprus a grant from  
Eurimage - the European co-production fund - the fee of 4 million French  
Francs. The film is now completed and will be tried in the foreign  
markets. I am enclosing a tape with English subtitles and some fliers  
again for your perusal. On this production Lumiere is handling  
international rights and is ready to negotiate the sale of these  
rights for Cinema and Television.

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Certainly Lumiere has the capabilities to offer a unique environment  
to the producers and directors from abroad and for that quite  
recently we placed an article in a European Guide Book for Producers  
which I am enclosing now as it was sent to the publishers very  
recently for Publication. In this document you may find why Cyprus  
is becoming increasingly important as a place for production.

We are very much interested to meet and discuss with people in our  
related industry to explore the possibilities in offering our services.  
Lumiere is in a position to offer almost anything required with the  
co-operation of its overseas connections and to meet any challenge  
at competitive prices up to and including PANAVISION equipment.

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deregulation on Television and Radio finds itself competing with another Commercial Free Broadcasting Station funded by the Church and an Independent PAY - TV operation about to be started by Lumiere Television Ltd later this year. So now in Cyprus there are four local channels as opposed to one last year. The Public Broadcaster launched a second channel only last month in anticipation of this competition.

Equipment, studios and production facilities are growing. Now there are three studios of a medium size of 275 sq.m. each on the island. All are working on Beta SP component environment and there are also two OB vans on the same standards.

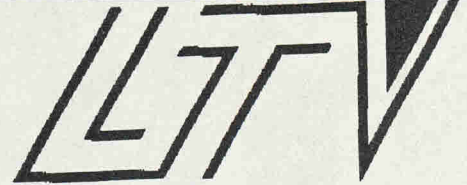
Currently there are eight production houses operating on U-Matic Hi Band and Beta SP, some of them enhanced with digital systems like A-53, A-66, Hariett, TDI, A-64, Cubicomp, Matisse, Rodin, DP 4:2:2 etc.

This expansion of the local industry was the result of the Public Broadcaster accepting video material for commercial advertising as from 1988 and the advent of Independent Television.

Already the leading production company on the island, Lumiere, has seen itself being involved with overseas clients on products like Pepsi, Mirinda, Team, Gillette, on commercials either in production or post-production.

Feature film production has started to develop as well. Cyprus is actively participating in various European schemes like Eurimage, which have been set up to encourage co-production. Last year Lumiere co-produced for the first time along with the Greek Film Centre and the Greek Public Broadcaster ET1 and Maki Films in France an epic feature which was partly funded by Eurimage. The film "Two Suns in the Sky" will have an international premiere next month in the co-producing countries. For this production Lumiere offered equipment like generators, HMI's, dolly and crane and personnel in all areas of production as well as organizing a technical crew of fifty persons and taking care of 400 extras and actors in certain sequences. Cyprus was chosen for its unique locations and weather which were ideal for this film.

The uniqueness of Cyprus does not stop at its diversity of scenery but is a combination of elements construing towards an ideal production country. The fluency of the locals in the English language and the high education standards are important in effective communication.



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The small size of the island, only 100Km x 250Km, makes accessing an easy game. The recent development of a dual carriageway motorway network, enhances this mobility. In February, for example one can go snow skiing on Mt Olympus (4000ft approx.) and, within a 30- minute drive, go for a swim at the coastal city of Limassol (second largest to Nicosia, the capital).

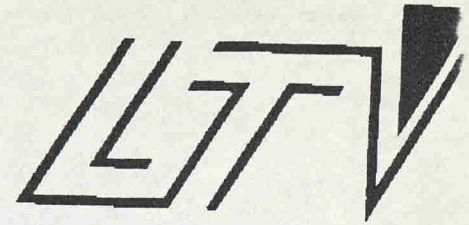
Seasonality is another strong feature, whereby by one is besieged by the four distinct characters of seasons throughout the year. Spring is captured in the beautiful multicolored mosaics of the open fields. Summer is terribly arid and the greens succumb to dry fields and yellows. Autumn is passionately romantic and the trees shed their brown leaves giving their way to the cold winter with its snow capped mountains and rainy days.

Having said this the winter temperatures at sea level might be 5C in the heart of winter and up to 40C in the summer. Most importantly there is guaranteed sunshine for at least 7 months a year every day!

In addition to this, the combination of an easygoing business environment, whether it be off-shore or on-shore, and the existing technical infrastructure, lend themselves to the ideal placement of production activity in Cyprus.

Cyprus is truly a new possibility in production and is ready now to meet the challenge.

Chris Economides  
25.4.92



## EXPLORING NEW POSSIBILITIES IN PRODUCTION

With reference to the above title one might think that this article will probably refer to technical achievements and the pursuit of a more explicit or thorough form of expression of the creative spirit of a director. Nothing of the sort is about to happen here. There is no technical announcement to be found that surely might have sent shivers to the technically minded artists or producers. However, shivers might there be, in discovering the production possibilities of a country unknown to most us in the film making industry.

Shedding a bit more light on this mystery island we find that it is situated near countries of very interesting civilizations like Greece, Turkey, Syria, Lebanon, Israel, and Egypt. The island itself claims a history which is over 8,000 years old and bears the name CYPRUS.

For the odd 1,000,000 people who visit the island every year, almost trebling the number of its inhabitants (600,000 people), Cyprus is known for its beautiful beaches, mountains, and ancient monuments but mostly for its warm days and the almost all-year sunshine.

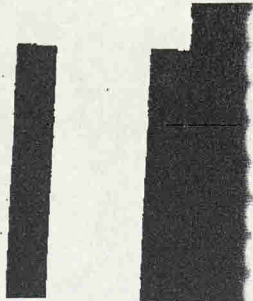
For some 4,000 off-shore companies and businesses, Cyprus is known for its benefits in taxation, its excellent communications and banking facilities.

Nonetheless, for the odd thousand people of the film-making business, Cyprus is unknown and unexplored.

The island has never claimed any tradition in this area despite the odd film production which may have taken place throughout its recent history.

Definitely there are reasons for the absence of Cyprus from the international production charts. It goes without saying that nice locations, high standard accommodation facilities and good business infrastructure alone do not construe towards the film-making business. There also has to be an infrastructure both in human resources, technology and production facilities.

Recently Cyprus has witnessed great progress towards this end. The Public Broadcaster for example, with the advent of the

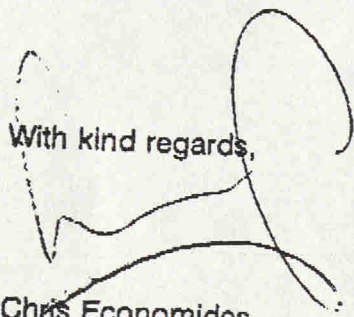


Finally I would like to inform you that Lumiere is setting up the first PAY-TV operation in Cyprus by the end of the year which of course brings Lumiere as an end user of international programming very close to the major decision makers in the industry.

I am enclosing a fax copy received from UIP only recently showing to you some comments about what they have been able to see of Lumiere so far.

I am looking forward to hearing from you soon and please note that the pledged material will be sent to you by courier service tomorrow.


Many thanks again for your very kind letter and I hope that we shall be able to meet soon.

With kind regards,  


Chris Economides  
Director  
Lumiere Services Ltd.

**LUMIERE**

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