

FILM PRODUCTION  
NORDISK FILM



**Company Name:** Nordisk Film  
**Industry:** Media and entertainment industry  
**Founded:** 1906  
**Location:** HQ in Valby, Denmark  
**Services:** Film and series production and distribution, cinemas, computer games, digital gifting and digital advertising  
**Website:** nordiskfilm.com  
**Products:** Canon Cinema EOS C500 MK II

# EXTRAORDINARY IMAGE QUALITY AND CREATIVE FLEXIBILITY FROM CANON CINEMA EOS C500 MK II

## Objectives

- Cost-effective setup for film production
- High-quality equipment that supports creative visual expression
- Gear that is versatile, easy to manoeuvre and operate
- Making the best use of the actors', film crew's and production team's time

## Challenges

- Produce high-quality imagery and creative storytelling with limited equipment
- Confined shooting spaces require compact equipment
- Demanding location and varying needs for additional equipment

## Approach

In film making, image quality is rarely a place for compromise. No problem, because Canon Cinema C500 MK II offers superb technical features at such an advantageous price point that Nordisk Film opted to use two identical camera bodies when shooting "All for four". The full-frame camera's light and compact body allows freedom of movement even in confined spaces.

## Scope

One of the first film companies in the world, Nordisk Film is among the leaders in Nordic entertainment industry. Creative film production often relies on finding the optimal balance between technical excellence and cost-efficiency. From test shoots to production and editing, Canon's C500 MK II made such an impression on the Nordisk Film's crew that it may become a stable in their toolkit.

## Results

- Breath-taking image quality
- An immersive cinematic look
- Two identical cameras used to capture versatile footage
- Streamlined workflow during shooting and editing
- Cost-efficient high-quality setup tried and tested

**Canon**

“We wanted to make something that really kicked ass visually and simply looked fantastic.”

**Rasmus Heise**  
Cinematographer, Nordisk Film



## Bringing an abstract film universe alive

Few Danish movies have a cast as impressive as the “All for One” (Alle for en) series, which is soon to be expanded with the fourth title, “All for Four” (Alle for fire). The comical setup, unusual characters and highly caricatured plot have proven extremely popular with Danish movie audiences. These building blocks also give the film makers freedom to play around with visual expression.

“The film is set in a bit of a magical universe which gives us freedom to go all out on the visuals,” explains **director Rasmus Heide**. Not surprisingly, the **cinematographer Rasmus Heise** – almost the name-

sake of the director – also wanted to make the movie look extraordinarily good.

“We were inspired by the Hangover movies and wanted to make something that really kicked ass visually,” Heise explains, “Then we thought, why not use anamorphic lenses?”

After doing a couple of sample shots with the Canon Cinema EOS C500 MK II and showing the results to the director, the setup was agreed. **What could have been just another choice in the movie-making process, turned out to be a fundamental decision in terms of the visual outcome and the smoothness of the production process.**

## Compact and adaptable with breath-taking image quality

When Canon announced the C500 MK II in 2019 and revealed its specifications, Rasmus Heise was immediately impressed. **“Considering how light the body is for a full-frame camera, the ability to shoot RAW without adding equipment as well as the opportunity to use a PL mount, I thought it sounded perfect,”** the cinematographer explains.

He actually bought one for himself. “I have always wanted a smaller camera, as I often travel to shoot commercials in locations. Until now, high professional quality has only been available in bigger cameras,” he explains.

Due to travel restrictions posed by the Covid 19 pandemic, Heise had ample opportunity to play with his new toy. “I did a short motion picture and a couple of commercials, and I was really impressed with the functionalities, and specifically colour grading,” he says.

The C500 MK II turned out to be better than he had imagined. **“It was amazing to have a camera that is both portable and easy to use,”** Rasmus elaborates, “I can set it up exactly as I want”.

Heise is also pleased with the controls. “I know not everyone likes to have many buttons, but I do! With most other cameras, you need a view finder or a monitor, but with the C500 MK II all adjustments can be made on the camera.”

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**Rasmus Heise**  
Cinematographer, Nordisk Film



## Doubling up to gain flexibility

Rasmus Heise persuaded the film crew to add another Canon Cinema C500MKII to the production kit to be able to shoot the film with two identical cameras. The flexibility gained through this choice, turned out to be a key factor for the entire movie-making process.

### The two-camera setup saved time, as it was possible to speed up processes and work more efficiently.

It is hugely beneficial when the equipment doesn't set limitations. Small, lightweight, and easy to operate, the C500 MK II fits wherever it is needed. In the case of this film, a lot of tight corners and cramped spaces.

The director, Rasmus Heide, also noticed a huge difference in the visual outcome: **"I was extremely happy with what I saw.** The editor noticed a definite improvement in the way we had been able to shoot the scenes. We now had more footage, more angles, and different sizes in less time."

The director says he has never before had such great material to work with. "We definitely managed to achieve the visual ambitions we strived towards," he states. The cinematographer's instincts and their joint decisions paid off.



"We definitely managed to achieve the visual ambitions we strived towards."

**Rasmus Heide**  
Director





“I will definitely use this camera again. I already have another movie in the pipeline, which I would like to film with the C500 MK II.”

**Rasmus Heise**  
Cinematographer, Nordisk Film

## The cost-efficient, high-quality setup tried and tested

The Canon Cinema EOS C500 MK II is cheaper than many similar cameras. Which is why the crew was able to use two cameras throughout filming and which had a huge impact on production timetables, costs, and the final result.

“By having two cameras on set every day, we avoided having to anticipate when we would need a gimbal or a crane,” Heise explains, “Normally we can only use cranes a few days per shoot, but now we have gimbal and crane footage for all 30 days of shooting.”

Rasmus Heise did not come across any weaknesses in the C500 MK II. In fact, it exceeded his expectations, and he is ready for round two.

“If you do a new film for a series, you have to make it better, bigger and stronger. It makes no sense to go back to an existing story line and do a similar production,” Heide contemplates, “I feel like we have reached a new level in visual storytelling.”





## The Canon Solution

### CANON CINEMA EOS C500 MK II

- 5.9K full-frame CMOS sensor
- Compact body, ~1,750g
- DIGIC DV 7 image processor
- Internal cinema RAW light recording
- XF-AVC format in 4K
- Interchangeable lens mounts: EF to PL and B4 adapters

## CASE STUDY SCHEMATIC: NORDISK FILM, ALL FOR FOUR

### Highly configurable and modular design

Optional Extension Units cater for a variety of production requirements.

- 1) Multi-camera support with a Genlock interface
- 2) Two more XLR inputs and a V-Lock battery mount
- 3) EVF unit for hand-held use & gimbal applications



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