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San Diego's Own Mario Ortiz Earns Third Emmy
Director of Photography Continues to Wow with Lighting Feats

San Diego, CA (August 14, 2007) – San Diego-based Cinema Verde Productions today announced that co-owner Mario Ortiz has won his third Emmy for outstanding lighting direction for the 30- minute television special *The House on the Rock*.

The Pacific Southwest Chapter of the National Association of Television Arts & Sciences (NATAS) awarded the honor for Ortiz's photography of the famed historical landmark, The House on the Rock, in Spring Green, Wisconsin. The architectural wonder was built in the 1940s on a sandstone formation and presented quite a challenge to Ortiz and multi-Emmy award-winning Wealth TV Producer and Director Terry Wilson.

Shot in only 5 days with minimal staff and support equipment, Ortiz photographed a magical mystery tour on professional broadcast Sony high definition cameras, lit with two small light kits customized by Ortiz. Shooting around the globe has taught Ortiz to be creative with his lighting techniques.

"You have to take advantage of existing ambient lighting conditions and supplement with what can be brought out from home," said Ortiz. "You also have to be careful not to over light a room while at the same time having enough exposure for your host to look good."

Stand ups was done with a Lowel 2k softbox and back lit with a small 150w Prolight while the backgrounds were lit with existing incandescent tungsten lamps supplied by the museum. The red and amber colored rooms helped create a rich lighting palate that complimented look of the production.

Cinema Verde Grip, Lighting & Steadicam Services provides production support for film, high definition (24p) & video productions. Wealth TV has been on the air for four years and the Emmy win marks the cable company's first introduction to the National Association of Television Arts & Sciences. Cinema Verde acknowledges the support of Wilson, Production Manager Bobby Herring Jr., and Station Owner/General Manager Mr. Robert Herring Sr.