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# Photron NEWS! FOR RELEASE IMMEDIATELY

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## PHOTRON USA Announces ASSIMILATE as First OFX Plug-in Partner for Primatte

Wednesday, March 16, 2005 - Photron USA, Inc. (Cameron Park, CA) announced today that its new OFX for Windows version of its highly regarded chromakey product is now shipping for ASSIMILATE's **SCRATCH™ Data-Centric Workflow Solution** and will be shown at the 2005 NAB show. PRIMATTE, a powerful chromakey tool, offers a revolutionary solution for ultra-precision matte control blue or greenscreen compositing. Its easy-to-use interface and superior results has helped it become a standard in both the television and motion picture industries.

The new version is the first release of an OFX plug-in for Photron. "We're excited to bring this new product to market for NAB," said Primatte Product Manager, Scott Gross, "Our close working relationship with ASSIMILATE has resulted in their being the first host product to support our OFX plug-in. We look forward to a long working relationship with ASSIMILATE™ and their resellers for the mutual success of our product lines."

"Also for the first time, Primatte is now available on a modular, open-architecture, data-centric workflow solution – SCRATCH – which means more film makers and studios will have access to an industry standard matte control process in their digital workflows", said Jeff Edson, President and CEO for ASSIMILATE, stated, "Our collaboration with Primatte has paid off with a powerful tool that extends the capabilities of the SCRATCH workflow for our users."

The new OFX for Scratch plug-in will be available directly from Photron and select resellers.

"Our goal for Primatte is to have it available on every major compositing package on the market," said Photron Manager, Scott Gross, "With the addition of SCRATCH, we have nearly met that goal."

This year at NAB 05, Las Vegas, Primatte can be found in several other booths. eyeon Software offers Primatte as a plug-in option to their **Digital Fusion/DFX+** product. Red Giant Software will be showing the Primatte for **After Effects** product, the combustion version and the new AVID **AVX** versions. Digital Anarchy will be showing the Primatte for **Photoshop** product.

Primatte has had a major impact on the industry and has been used on such major motion pictures and television shows as Harry Potter, Hellboy, Lord of the Rings, Spider-Man, as well as numerous other films, TV shows, music video and commercials. Known for its ease and speed at which compositing artists can pull mattes on such difficult foreground objects as 'fly away' blonde hair, reflections, motion blur, smoke and water, Primatte has been making artists' lives easier for several years now.

### About Photron

PHOTRON LTD. was founded as a company in 1974, to provide sales and services of professional film and video equipment to major motion picture studios, film laboratories, TV stations, cable outlets, manufacturing industries and medical fields in Japan. Primatte, while originally developed at Photron's sister company, Imagica Corp., was introduced to the world almost ten years ago and both companies are proud that it has become a standard of the industry. For more information about Photron, visit the company's web site at [www.photron.com](http://www.photron.com) or come by our **NAB** booth at the Las Vegas Convention Center (Booth SL1145).

### About ASSIMILATE

ASSIMILATE is enabling the DI r-evolution with integrated, real-time, data-centric (for 2k, 4k and beyond) software and solutions for film production. The company is committed to empowering a broad spectrum of creative professionals with state-of-the-art DI solutions that deliver optimal price/performance. To learn more about ASSIMILATE and SCRATCH, see [www.assimilateinc.com](http://www.assimilateinc.com) Visit us at our NAB demo suites (#1110, #1160, #1165) at Hilton Hotel next to the Las Vegas Convention Center.

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Primatte patent held by Imagica Corp, Tokyo, Japan

Primatte developed by Yasushi Mishima of Imagica Corp, Tokyo, Japan