



## PRESS RELEASE

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## JLCooper Colorist Control Station Gets ASSIMLATED

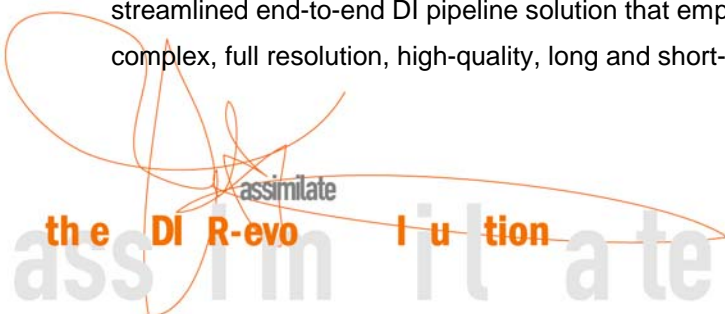
**March 21, 2005, Miami Beach, Florida** – ASSIMILATE, Inc. announced today that it is teaming with JLCooper Electronics to support the JLCooper MCS-SPECTRUM Colorist Command Station with its SCRATCH™ Data-Centric Workflow Solution that's used in film post production. The MCS-Spectrum is designed for use with advanced color correction software where multiple trackballs with control rings are beneficial to the post-production colorist who is perfecting the color for long and short-form film productions.

"Color precision is a key component of quality film production. Moving to digital workflows for film post production provides huge productivity gains for post houses and the color precision for final film quality output needs to meet just as a high standard," stated Jeff Edson, President and CEO of ASSIMILATE. "With the MCS-Spectrum, colorists will be able to refine color with the same tactile feedback they've experienced for years. This allows users of SCRATCH to use the devices they are most comfortable with to do their jobs. It's about the art, and the tools should never get in the way."

Chuck Thompson, Vice President and General Manager of JLCooper, stated, "As pioneers in professional color controls, we understand the requirement for ease of use and immediate tactile control when creating color precision for a film. Our goal is to empower colorists with the best systems for superior color correction. Collaborating with the ASSIMILATE™ team for its SCRATCH digital workflow is taking color precision mainstream, extending quality post production to a broader range of film professionals."

### SCRATCH Data-Centric Workflow Solution

Running on high-performance commodity workstations, SCRATCH is a powerful software foundation whose open-architecture, modular feature sets, and image processing tools combine to deliver a streamlined end-to-end DI pipeline solution that empowers creative professionals working on visually complex, full resolution, high-quality, long and short-form film productions. SCRATCH's core features





include simultaneous, real-time, multi-resolution review/playback, assemble/edit, conform, primary color grading, scratch audio, visual effects (significantly enhanced with over 150 optional plug-ins), and final mastering to film.

### **JLCooper MCS-SPECTRUM COLORIST COMMAND STATION**

The controls for the MCS-SPECTRUM include three transparent, backlit, trackball mechanisms with purpose-designed, free-spinning control rings, six high-resolution rotary encoders, dual VF displays and 14 function keys. Its compact size at 13 inches by 10 inches allows it to easily fit into work environments. MCS-Spectrum interfaces with SCRATCH using an optional USB or 10/100 Ethernet Interface. See detailed specifications at [www.jlcooper.com](http://www.jlcooper.com)

### **Price and Availability**

Priced at \$2999, MCS SPECTRUM is now available from JLCooper Electronics. For ordering details, see [www.jlcooper.com](http://www.jlcooper.com) . You can also purchase the MCS Spectrum through the ASSIMILATE sales channel. For sales contacts, see [www.assimilateinc.com](http://www.assimilateinc.com)

### **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.

### **About JLCooper Electronics**

JLCooper Electronics is a 24 year-old company that designs and manufactures a complete range of control, automation and interfacing products. Thousands of leading companies in television, audio/video, broadcast and other markets rely on JLCooper's award winning products every day. JLC products are sold through factory representatives, distributors, and dealers worldwide. See us at NAB 2005 at #SU11526.

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