



PRESS RELEASE

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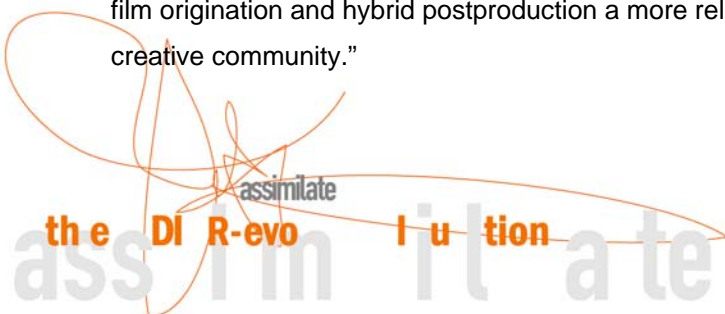
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KODAK Display Manager System Gets ASSIMILATED

March 23, 2005, Miami Beach, Florida – ASSIMILATE, Inc. announced today a distribution partnership with KODAK to deliver support for the KODAK Display Manager System with its SCRATCH Data-Centric Workflow Solution that's used in film post production. The KODAK Display Manager System consists of calibration hardware and proprietary software utilizing KODAK Color Science that adjusts electronic display devices to accurately emulate the look of film. This precise calibration helps to ensure that everyone in the digital postproduction workflow, including studios in different locations, will be able to calibrate their electronic display devices to have the same visual reference of what will eventually appear on screen.

"In film postproduction, 3-D look-up tables (LUTs) play the pivotal role in simulating the look of projected print film in a non-film environment. SCRATCH support for KODAK Color Science technology will give our customers a leg up for honing a project's visual look and collaborating throughout the post process," stated Jeff Edson, president and CEO of ASSIMILATE™. "Our customers range from large post facilities to independent filmmakers and boutique post facilities. No matter the project or budget, they all require expert systems to deliver high film quality. By delivering the KODAK Display Manager System with SCRATCH™, we're giving these mainstream users superior 3-D LUT capability that will enrich and ease the post process for our customers."

"Film is an incredibly flexible medium for capturing nuances in images that affect the emotional responses of audiences to stories," says Robert Mayson, general manager and vice president of Image Capture, Kodak's Entertainment Imaging Division. "We designed and developed KODAK Display Manager as a tool to help our customers in the creative community control the integrity of the looks they create right through postproduction. We believe that this alliance with ASSIMILATE will help make the convergence of film origination and hybrid postproduction a more reliable, affordable, and accessible solution for the creative community."



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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.

KODAK Display Manager System

The Kodak Display Manager System is comprised of proprietary Kodak software utilizing custom 3-D look-up tables (LUTs) allowing CRT, standard- and high-definition monitors, and digital projectors to emulate the look of print film. The system also consists of an easy to use monitor calibration sensor. The system incorporates KODAK Color Science technology, which emulates the characteristics of each Kodak film and applies it to the display device. The result is accurate representation of what the Kodak negative stock will look like on Kodak print film.

Availability

ASSIMILATE is shipping the KODAK Display Manager System with SCRATCH, beginning April 18. This gives each SCRATCH user the opportunity to receive a copy of the KODAK Display Manager and purchase a license directly from KODAK. To learn more about KODAK's Display Manager System see www.kodak.com/go/motion.

About ASSIMILATE

ASSIMILATE (www.assimilateinc.com) 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. Visit us at our NAB demo suites (#1110, #1160, #1165) at the Hilton Hotel next to the Las Vegas Convention Center.

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