



## FOR IMMEDIATE RELEASE

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## **IMAGICA's Cinecure Gets ASSIMILATED**

**April 11, 2005, Miami Beach, Florida** – ASSIMILATE, Inc. announced today support of its real-time SCRATCH™ Data-Centric Workflow Solution that's used in film post production for IMAGICA's Cinecure film restoration system. This combination of ASSIMILATE™ and IMAGICA software extends the digital workflow toolset to creative professionals who are seeking an affordable, easy-to-use, high quality restoration solution for long and short-form films.

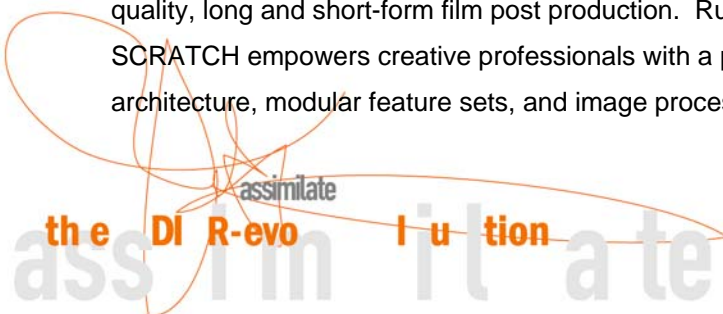
IMAGICA's Cinecure system enables creative professionals to instantly clean images within a film by simple retouching of dirt, blemishes, chemical stains. Digital artists can now easily and accurately restore film to original or enhanced quality.

Jeff Edson, president and CEO of ASSIMILATE, stated, "With IMAGICA's Cinecure, the restoration, preservation, and enhancement of existing film are extended to mainstream digital artists in a variety of markets. IMAGICA brings an established reputation of excellence that will assure users of the integrity of replicating color and the desired look in the final print film".

"IMAGICA has made great strides in making quality film restoration an easy process. With Cinecure, technical artists can preserve, enrich, and maintain color integrity, as well as protect precious film archives," stated Nori Mibuchi, Marketing Manager IMAGICA Corp. of America. "In partnering with ASSIMILATE and integrating with SCRATCH, we are extending our powerful restoration software to a broader creative community that requires affordable high performance."

### **SCRATCH Data-Centric Workflow Solution**

SCRATCH is the only real-time, data-centric workflow solution for visually complex, full-resolution, high-quality, long and short-form film post production. Running on high-performance commodity workstations, SCRATCH empowers creative professionals with a powerful software foundation whose scalable, open-architecture, modular feature sets, and image processing tools combine to deliver a streamlined end-to-





end DI pipeline solution with optimal price/performance. SCRATCH 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.

### **IMAGICA Advantage**

Cinecure is a resolution-independent, intuitive, digital-film restoration tool that uses intra-frame and inter-frame reference. Its software architecture is highly optimized for quick and smooth paint operations: all processing is performed in memory and rendering is executed only in the part to be corrected. The automatic position adjustment and color tone adjustment functions greatly assist the pin-operation, maintaining practical processing performance by avoiding the slow, "never-can-be-perfect" automatic computation.

### **Price and Availability**

Cinecure restoration system is available from IMAGICA and is priced at \$12,800.00 U.S. For ordering details, see [www.imagica-la.com](http://www.imagica-la.com). The SCRATCH Data-Centric Workflow Solution is available through the ASSIMILATE sales channel and is priced at \$35,000 U.S. For sales contacts, see [www.assimilateinc.com](http://www.assimilateinc.com)

### **About ASSIMILATE**

ASSIMILATE ([www.assimilateinc.com](http://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, and the IMAGICA booth, #SL4234.

### **About IMAGICA**

IMAGICA Corporation, Tokyo, Japan, founded in 1935, is one of the largest post-production facilities in Japan, and a leader in the entertainment industry, providing the best solutions for digital intermediates and digital cinema productions. To learn more about IMAGICA, see [www.imagica-la.com](http://www.imagica-la.com) Visit the IMAGICA at NAB, booth #SL4234.

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