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IMAGICA and ASSIMILATE Form Strategic Partnership

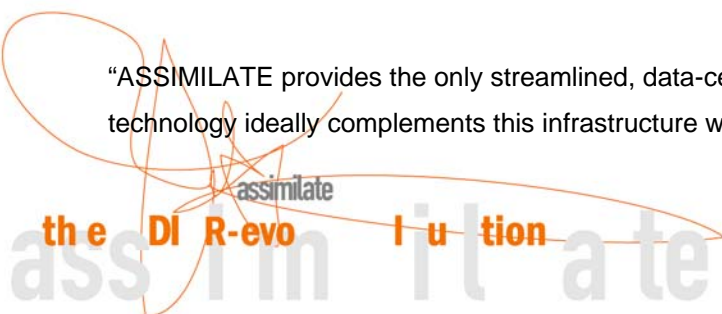
Combining Technologies for Seamless DI Pipeline from Scan to Print Out

April 12, 2005, Miami Beach, Florida – ASSIMILATE™, Inc. and IMAGICA Corp. announced today that they have formed a strategic partnership to deliver on a vision of a data-centric workflow solution that gives the film post-production market an efficient, seamless and complete end-to-end pipeline. The combination of the two companies and their respective products will provide this market with unprecedented post-production capabilities for native 2k, 4k, and beyond on open-architecture platforms, with open programming and plug-in access. The two companies expect to announce joint products at NAB.

IMAGICA's product line includes high-resolution, pin-registered Imager XE Advanced Film Scanners, Galette Color Management software, Cinecure restoration software, and IMAGICA superior quality film printers. ASSIMILATE's SCRATCH™ Data-Centric Workflow Solution includes simultaneous, real-time, multi-resolution review/playback, assemble/edit, conform, primary and secondary color grading, scratch audio, visual effects (significantly enhanced with over 150 optional plug-ins), final mastering to film, as well as data management. SCRATCH sets up the data structures and programming interface (XML) for the scanners and drives the IMAGICA scanner and printer.

"ASSIMILATE and IMAGICA technologies are aligned to deliver complete, affordable, high-performance DI solutions. This partnership enables post facilities to create – for the first time – a truly integrated, streamlined, high-performance, high-resolution, digital film-to-data pipeline on a modular, open-architecture platform," stated Jeff Edson, president and CEO of ASSIMILATE. "This is truly a synergistic relationship of leveraging the technologies, products, and expertise of two companies to deliver a more powerful and cost-effective solution for digital film."

"ASSIMILATE provides the only streamlined, data-centric, digital film post workflow, and IMAGICA technology ideally complements this infrastructure with quality, high-performance color science, scanning,





and printing technology, “ said Makoto Tsukada, executive officer and general manager of Engineering Solutions Division, IMAGICA Corp. “Post production facilities will now be able to assemble a complete, efficient, and affordable high-performance digital workflow for film post production, from scan to print.”

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 the ASSIMILATE NAB demo suites (#11110, #11160, #11165) at the Hilton Hotel next to the Las Vegas Convention Center. See ASSIMILATE products, including SCRATCH, at the IMAGICA booth #SL4234 at NAB.

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 Visit IMAGICA at NAB, booth #SL4234.

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