



FOR IMMEDIATE RELEASE

ASSIMILATE contact:
Aggie Frizzell
Vice President Communications
ASSIMILATE, Inc.
aggie@assimilateinc.com
425-503-3036

ASSIMILATE Launches the ASSIMILATE Performance Lab

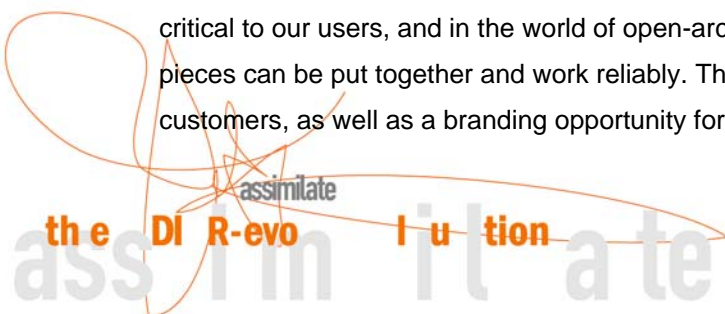
Storage Systems, Workstation, and Graphics Card Partners Get ASSIMILATED

April 13, 2005, Miami Beach, Florida – ASSIMILATE, Inc. launched today its new **ASSIMILATE Performance Lab™ (APL)**, the single point of access for all equipment that qualifies to deliver the needed real-time performance for ASSIMILATE's SCRATCH™ Data-Centric Workflow Solution. For SCRATCH™ users, the APL™ is the only published resource for standardized benchmarks and performance requirements of storage, workstations, graphics cards, and other subsystems, enabling creative and technical artists to make informed choices for their projects and facilities. APL™ vendor partners will have the opportunity to post and share benchmark data of their best solutions and compare it against the results submitted by others. Get up and running at www.assimilateinc.com/apl

At launch, the APL includes an impressive listing of hardware support and performance benchmarks for the following APL Partners.

- **Colorist Panels:** IMAGICA Galette; JLC Cooper Electronics; Tangent Devices
- **Graphics Cards:** NVIDIA
- **Storage:** BOXX Technologies; DataDirect Networks; Enhance Technology; Exavio; Globstor Data Corporation; Huge Systems, a Ciprico Company; Sanbolic
- **Platforms:** BOXX Technologies; Globalstor; HP; IBM

“The ASSIMILATE Performance Lab is an outgrowth of our test-once-run-everywhere neutral approach to hardware support,” stated Jeff Edson, president and CEO of ASSIMILATE. “The market is seeing a wealth of quality high-performance products that support SCRATCH. The APL provides the venue for the data, and the creative professionals make the informed decision for his/her workflow or facility. Providing the necessary performance for real-time 2k and beyond is critical to our users, and in the world of open-architecture systems, it's difficult to know which pieces can be put together and work reliably. The APL is clearly a great time saver for our customers, as well as a branding opportunity for our APL Partners. ”





What APL Partners Are Saying

Ed Caracappa, Director of Sales of BOXX Technologies, stated, “Combined with SCRATCH, BOXX workstations with up to 3 TB of internal storage are the ideal hand-in-glove DI solution for the film post process.” See www.boxxtech.com

“Our reliable and high-performance storage networks combined with SCRATCH give creative professionals real powerhouse capability for the film post process,” stated Brad Winett, Vice President of Business Development for DataDirect Networks. See www.datadirectnet.com

“The creative and technical artists who seek the enhanced performance and reliability of HP workstations are highly demanding of the technology behind their post-production projects,” said Molly Connolly, worldwide marketing manager, Digital Content Creation, segment, HP. “SCRATCH, combined with the HP xw8200 and HP xw9300 workstations offers our customers greater productivity and control at the vital stages of film production.” See www.hp.com

Jeff Brown, GM NVIDIA Professional Solutions Group, stated, “NVIDIA is synonymous with performance and quality. Only the NVIDIA Quadro FX graphics solutions have the throughput and precision to drive the rich visual performance of SCRATCH.” See www.nvidia.com

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.

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.

