



PRESS RELEASE

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Tangent Devices Gets ASSIMILATED

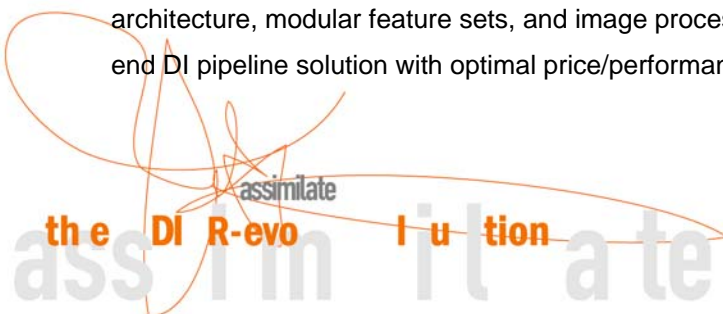
April 13, 2005, Miami Beach, Florida – ASSIMILATE, Inc. announced today that it is teaming with Tangent Devices to support Tangent's CP200-BK Modular Color Control Panel with its SCRATCH™ Data-Centric Workflow Solution that's used in film post production. The Tangent CP200-BK is designed for use with advanced color correction software, giving colorists a wide range of input controls at their fingertips when perfecting the color for long and short-form film productions. The CP200-BK has a small footprint to fit any post environment and can be combined as needed to create a panel set that exceeds the capabilities of Tangent's top-of-the-line CP100 Color Control Panel

"Color precision is a fundamental component of quality film production, and an art in itself. Our goal is to enable our customers with the best color control systems on the market so they can intuitively do, as well as excel, at their craft," stated Jeff Edson, president and CEO of ASSIMILATE™. "Tangent's CP200-BK gives colorists the breadth of controls needed for refining color and more options in assembling their color correcting solution."

Andy Knox, director of operations for Tangent Devices, stated, "As a technology leader in professional color controls, we understand the emotional impact that color imparts to a film. The advanced features of Tangent color control panels enable colorists to easily achieve the precise look or feeling of the film. Supporting ASSIMILATE's SCRATCH digital workflow takes our control surface capabilities to a broader range of film professionals who will not only see but feel the difference."

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.

Tangent CP200-BK

Building on Tangent Devices considerable experience in providing control surfaces for the film and video industry, this new panel, like all Tangent Devices panels, uses high quality components throughout. The CP200-BK has the added bonus of an angled display that makes for easier viewing, three additional control knobs, and the familiar three trackerball design that is essential for fast and efficient color grading.

Price and Availability

Priced at £4,375 U.K., the CP200BK Modular Color Panel is now available from Tangent Devices. For ordering details, see www.tangentdevices.com. You can also purchase the CP200BK through the ASSIMILATE sales channel. SCRATCH is available at \$35,000 U.S. (software only). For ASSIMILATE sales contacts, see 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. Visit us at our NAB demo suites (#1110, #1160, #1165) at Hilton Hotel next to the Las Vegas Convention Center.

About Tangent Devices

Tangent Devices is dedicated to providing high quality solutions for the film & video post-production industry worldwide. Founding members, Andy Knox and Chris Rose have been working in this industry since 1991 and have drawn on this experience to develop their products. Synergy, their first product, won a DTI Smart award for innovation and their range of generic control panels has become the panel of choice for many software based color grading systems. To learn more about Tangent Devices see www.tangentdevices.co.uk

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