



PRESS RELEASE

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

IMAGICA contact:
Yukiko Ozaki
IMAGICA Corp.
ozaki@lab.imagica.co.jp
+81-3-3280-1119

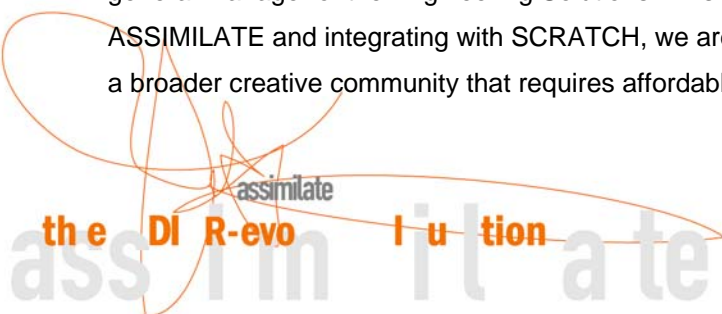
IMAGICA's GALETTE Gets ASSIMILATED

April 14, 2005, Miami Beach, Florida – ASSIMILATE, Inc. announced today its real-time SCRATCH™ Data-Centric Workflow Solution supports IMAGICA's GALETTE Color Management System (CMS). This combination of ASSIMILATE™ and IMAGICA's GALETTE CMS extends the digital workflow toolset for creative professionals who are seeking an affordable, easy-to-use, high-quality post production solution for visually complex, full resolution, long and short-form films.

IMAGICA's GALETTE is a color management software (CMS) that achieves the precise transfer of images displayed on CRT monitors and DLP projectors to final print film. The GALETTE technology orchestrates the color calibration of input, output, and display devices, ensuring that precision color and the look of the film is accurately emulated throughout the digital post-production workflow and in multiple studio locations. GALETTE also consolidates multiple color systems using a combination of 1D/3D look-up tables (LUTs) and matrices to enable precision color management.

"Precision color management to achieve the final desired look of film is a critical factor in digital post-production. IMAGICA's advanced GALETTE technology gives our customers – large and boutique post facilities and independent filmmakers – a leading, quality color precision tool that seamlessly integrates with the SCRATCH digital workflow," said Jeff Edson, president and CEO of ASSIMILATE. "IMAGICA brings an established reputation of excellence that will assure our users of the color integrity and desired look in final print film".

"All film professionals strive for color integrity and perfection in their film projects. IMAGICA is focused on enabling creative professionals with precision color tools that capture the subtleties of emotion, create stimulating illusions, or enrich the drama of a scene," stated Makoto Tsukada, executive officer and general manager of the Engineering Solutions Division of IMAGICA Corp. "In partnering with ASSIMILATE and integrating with SCRATCH, we are extending our advanced color management tools 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, data-centric 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

GALETTE is a color management system that enables film professionals to accurately view color projected in digital film. GALETTE/CHYBOX is a real-time cube processor that bridges the gap between color places and eliminates any guesswork. The GALETTE/COLOR MINE is the motion-picture film profiling system that helps measure the environmental area and accurately detail CMS in workflows.

Price and Availability

Priced at \$35,000.00 U.S., the GALETTE Color Management System GALETTE/CHYBOX are available from IMAGICA. For ordering details, see IMAGICA at 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 software only. For sales contacts, see www.assimilateinc.com

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.

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 the IMAGICA at NAB, booth #SL4234.

