



## FOR IMMEDIATE RELEASE

### ASSIMILATE contact:

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

## SCRATCH Gets ASSIMILATED by Third-Party Vendors

### More Software and Systems Vendors Extend their Products into the SCRATCH DI Pipeline

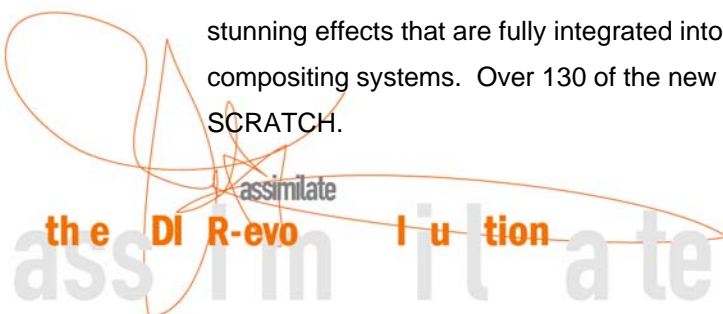
**April 18, 2005, Las Vegas, NV** – ASSIMILATE™, Inc. announced here today at the 2005 National Association of Broadcasters (NAB) conference that a substantial number of post-production imaging and plug-in vendors have been ASSIMILATED and now support the company's SCRATCH™ Data-Centric Workflow Solution. The result is a growing range of image processing plug-ins and color management technology effects are now available within the affordable, high-performance SCRATCH digital workflow, enabling film professionals with the breadth and depth of film enhancement tools.

### Color Science

- **IMAGICA** – GALETTE color management software (CMS) achieves the precise transfer of images displayed on CRT monitors and DLP projectors to final print film; uses combination of 1D/3D look-up tables (LUTs) and matrices to enable precision color management.
- **KODAK** – The KODAK Display Manager System consists of calibration hardware and proprietary software utilizing KODAK Color Science; adjusts electronic display devices to accurately emulate the look of film; uses custom 3-D look-up tables (LUTs).

### Effects

- **The Foundry** – Keylight, Tinder, and Furnace products offer an extensive suite of tools, including a world-class keyer; visual effects such as blurs, warpers, and generators; a full set of restoration capabilities; and other tools.
- **Photron** – Primatte chromakey tool provides ultra-precision matte control blue or greenscreen compositing.
- **SpeedSix** – Monsters suite of visual effects offers a fast, flexible, and affordable range of stunning effects that are fully integrated into today's leading graphics, effects, and compositing systems. Over 130 of the new 64-bit processing Monsters have been ported to SCRATCH.





### Restoration

- **The Foundry** – Furnace is a collection of several, advanced plug-in tools for the cleaning and repair of film.
- **IMAGICA** – The Cinecure system instantly and accurately cleans images within a film by simple retouching of dirt, blemishes, and chemical stains.

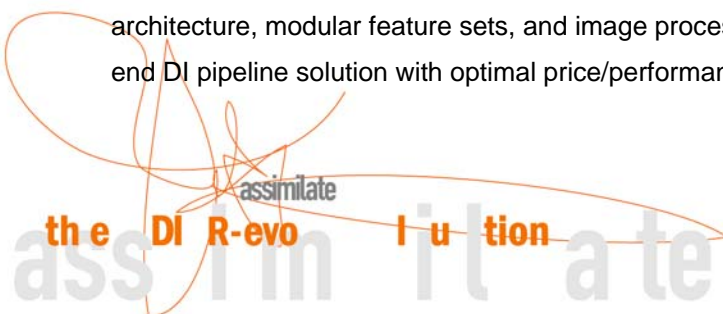
“No one company can offer all the needed tools for effects, image processing, and color management, so we are partnering with leading industry vendors to provide a full bag of tricks that are critical to film post production and final film quality,” said Jeff Edson, president and CEO of ASSIMILATE. “Both large and small post facilities, as well as major and independent film companies, have the same need for the subtleties, nuances, and visual impact that effects provide, as well as the need to maintain accurate color characteristics throughout the post process. Our goal is to empower these users with an extensive range of these features and capabilities and to enable our partnering vendors with outreach to a broader range of film professionals.”

Steve Hayes, director of SpeedSix, says that “We firmly believe in the DI process and have supported the SCRATCH Data-Centric Workflow Solution from the onset. Tools like SCRATCH move away from the traditional, expensive, and stand-alone tools of post production and open up the market to a broader range of film professionals with seamless, quality, and affordable post production.”

“We are delighted that ASSIMILATE has adopted the OpenFX plug-in standard. This will bring The Foundry's broad range of imaging effects and tools to a wider range of users. The Foundry's tools and ASSIMILATE'S SCRATCH complement each other, enabling artists to create stunning visuals with powerful imaging and processing capabilities at their fingertips,” stated Bruno Nicoletti, director, The Foundry.

### 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.

### **Price and Availability**

Available now, SCRATCH (software only) is priced at \$35,000 U.S. For ASSIMILATE 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.

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