



## FOR IMMEDIATE RELEASE

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## ASSIMILATE Extends the Digital Production Pipeline with SCRATCH ZONE-1

### SCRATCH Offers New Features, Capabilities, and Color Panel Support

**April 18, 2005, Las Vegas, NV** – ASSIMILATE™, Inc. announced here today at the 2005 National Association of Broadcasters (NAB) conference that it is building on its SCRATCH Data-Centric Workflow Solution to now include SCRATCH ZONE-1™, a network collaboration solution that extends the real-time review and playback capabilities of SCRATCH. SCRATCH also offers newly increased support for third-party color control panels, color management systems, and additional plug-ins.

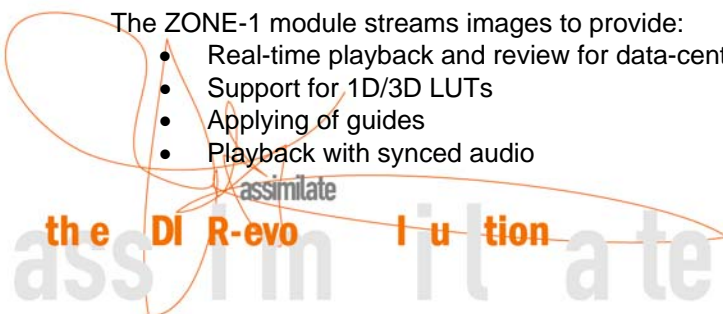
The SCRATCH Data-Centric Workflow Solution is a real-time, data-centric workflow solution for visually complex, full-resolution, high-quality, long and short-form film post production. SCRATCH supports projects that range from standard definition (SD), high definition (HD), and film of 2k, 4k, and beyond. 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 an integrated, streamlined end-to-end DI pipeline solution with optimal price/performance.

### SCRATCH ZONE-1

The SCRATCH ZONE-1 module gives multiple film professionals full-resolution, 2k and 4k playback and review, as well as access to the full production pipeline. SCRATCH ZONE-1 enables more individuals within a facility to simultaneously work on the same project(s), and then review the results during the various phases of the post-production process. SCRATCH ZONE-1 is also ideal for reviews of dailies, client-attended review sessions, quality assurance, and general digital projection. Users are able to browse clips, shots, CONstruct versions from SCRATCH, and the completed project.

The ZONE-1 module streams images to provide:

- Real-time playback and review for data-centric sequences of unlimited length
- Support for 1D/3D LUTs
- Applying of guides
- Playback with synced audio





- Output for digital projector

Jeff Edson, chief executive officer (CEO) of ASSIMILATE, stated, “We’re continuing to build on our vision of empowering a broader range of creative professionals with a simplified and real-time digital pipeline for film post production. SCRATCH launched our baseline technology, and now SCRATCH ZONE-1 extends the product line with enriched features and network collaboration for even greater workflow efficiency and productivity. We’ll continue to complete the digital workflow with ever greater capability for a fully integrated end-to-end pipeline.”

Edson added, “We offer a significant value proposition for the broad range of creative professionals -- mainstream and independent film makers, and large and boutique post-production facilities. SCRATCH delivers affordable, high-performance, cost-effective, powerhouse post-production capability that augments existing, traditional post systems at one end of the spectrum and breaks down the barrier to entry at the other end.”

### **Extensive Third-Party Support**

At NAB, ASSIMILATE is making a long list of separate announcements for third-party software and hardware vendors now supporting the SCRATCH Data-Centric Workflow, and the list will continue to grow.

- **Color Management:** IMAGICA; KODAK
- **Colorist Panels:** JLCoper 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
- **Effects:** The Foundry, Photron; SpeedSix
- **Restoration:** The Foundry; IMAGICA

Edson stated, “We’re delivering on our commitment to provide support for the best third-party tools on the market so that our customers can focus on the art of creating quality films.”

### **Optimize Your Workflow**

Unique to this industry, all SCRATCH components, including its software development kit (SDK), are built from the ground up on open-architecture standards. Based on The Foundry’s OpenFX API –





with ASSIMILATE extensions specifically developed for the DI process -- the SDK gives users access to every aspect of the product, from the user interface to data structures. Users are able to integrate or extend their real-time DI workflows with their own value-added technology, plug-ins, existing post-production tools, and other software. SCRATCH supports 1D, 3D and customer-developed LUTs (Look-Up-Tables), running in real time.

### **Price and Availability**

Available within 30 days, the SCRATCH ZONE-1 module lists at \$2,000 U.S. The SCRATCH Data-Centric Workflow Solution, a prerequisite for ZONE 1, is available now and lists at \$35,000 U.S.(software only).

### **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 (Central Tower #1110, #1160, #1165) at the Hilton Hotel next to the Las Vegas Convention Center.

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