



PRESS RELEASE

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Colorspace Gets in the Mix with SCRATCH to Deliver Turnkey Digital Film Acquisition and Workflow

LAS VEGAS, April 20, 2006 – Filmmakers and post professionals will benefit from a new turnkey digital-acquisition and post-production workflow for digital film from Colorspace™ and ASSIMILATE™. This turnkey solution includes the Colorspace digital-cinema camera systems and ASSIMILATE's SCRATCH Data-Centric Workflow Solution™. The two companies share a common vision to simplify the process of filmmaking for the modern filmmaker, streamlining the process from acquisition to post production editing and playback.

Also today, Colorspace, Inc. announced its new True35 and True16, the first in a series of revolutionary 35mm and 16mm retail digital cinema camera systems. The True35 and True16 offer both uncompressed and compressed recording of images aesthetically similar to motion picture film, at a fraction of the price. Built from the ground up for independent filmmakers and veteran cinematographers alike, the True camera systems feature digital acquisition at industry standard resolutions (2k, 1080p, 720p) and frame rates (24p, 25p, 30p, 60p), to a variety of common file formats.

"Our core goal is to empower filmmakers," said Adam Burtle, CEO/CTO at Colorspace. "We have focused on creating inherently cinematic camera systems that can reproduce the quality of scanned film, while leveraging all of the benefits of digital acquisition. Digital acquisition means not only added fidelity, but also much more accessible price points, and that is a combination that has us very excited."

"The excellent signal to noise ratio, superb resolution, and high frame rates of today's imaging devices finally bring the concept of digital cinema within our grasp. Because of both manufacturing advances and bandwidth considerations, the industry is just now maturing to a point where these products have become a reality for users of all kinds, not just large budget studios," said Dr. Raoul Tawel, product manager at Colorspace.

“Together, we’re empowering filmmakers and post professionals with the needed solutions to focus on the content of their projects and to meet their deadlines. New digital capabilities expand the creator’s toolset for producing quality films and projects,” stated Jeff Edson, CEO of ASSIMILATE. “With Colorspace digital cameras and SCRATCH™, filmmakers and post houses now have a means to easily collaborate on digital film projects, manage the myriad files, work the post process, and achieve quality results. With this streamlined workflow creative teams can focus on the development of content and not let the tools get in the way.”

The Workflow

Colorspace's flagship camera, the True35, equipped with an Academy™ sized 35mm imager, is the first retail camera to capture true 2k footage. This footage can be recorded to either solid state media docked on the camera, or to an external high capacity hard disk recorder.

Colorspace has been working closely with post-production software vendor ASSIMILATE to integrate its SCRATCH DI/post suite into Colorspace's hard-disk recorder workflow. By enabling SCRATCH to be utilized from the very start of acquisition, the filmmaker has much more control over the final product. SCRATCH can be used for real-time monitoring, playback, clip organization, and color correction. Footage within SCRATCH can be manually color corrected, or adjusted using external look up table (LUT) reference files. Colorspace will freely bundle with each recorder a set of LUTs designed to mimic the color and gamma response of popular film stocks. Applied in real-time via SCRATCH, these LUTs will serve to further blur the line between film and digital.

SCRATCH Data-Centric Workflow Solution

SCRATCH™ is the essential mix for data-centric, resolution-independent post production. Now within a streamlined, end-to-end, post-production pipeline, creative and post professionals can work with or combine HD, SD, and film (2K, 4K and beyond) files and output to any format. SCRATCH features include data management and simultaneous, real-time, multi-resolution review/playback, assemble/edit, conform, primary and secondary color grading, multi-layer grading stack, audio, visual effects (enhanced by third-party plug-ins), and final mastering to any format. SCRATCH supports 1D, 3D and customer-developed Look-Up-Tables (LUTs), running in real time. Along with optimal price/performance, SCRATCH users are experiencing the benefits of ease-of-use, speed, and increased productivity.

At NAB 06

Colorspace representatives will be available to discuss the True35, True16, and other product offerings at the National Association of Broadcasters (NAB) Exposition in Las Vegas, April 24 - 27. Visit Colorspace at NAB 06, Central Hall, booth #C11331.

Pricing & Availability

Colorspace's True cameras and recorders are currently entering beta-testing, and will be released for retail distribution in the coming months. Updated information about pricing and release dates will be posted to Colorspace's Web site (www.truecolorspace.com) as it becomes available.

About Colorspace, Inc.

Colorspace, Inc. is a privately owned corporation based out of Las Vegas with satellite offices in Los Angeles. Colorspace has been working for more than a year developing the first in a series of revolutionary digital cinema camera systems. By streamlining workflow and leveraging the low cost and high fidelity of cutting edge digital imaging technology, Colorspace aims to revolutionize the entire filmmaking community. To learn more about Colorspace and its product offerings, please visit www.truecolorspace.com.

About ASSIMILATE

ASSIMILATE[™] is transforming post production with its **SCRATCH**[™] Data-Centric Workflow Solution, the essential mix for a resolution-independent pipeline. Along with data management, SCRATCH features a rich set of DI and post tools for working in any combination of HD, SD, film (2K, 4K and beyond). ASSIMILATE is committed to empowering a broad spectrum of creative and post professionals with state-of-the-art, easy-to-use, data-centric solutions that deliver optimal price/performance. To learn more about SCRATCH and to access customer case studies, see www.assimilateinc.com

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