



PRESS RELEASE

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Rising Sun Research Gets in the Mix with SCRATCH

cineSpace Color Management System is qualified for use with SCRATCH

Saratoga, California, April 20, 2006 – ASSIMILATE™ and Rising Sun Research announced today the qualification of Rising Sun's cineSpace Color Management System for use with its SCRATCH Data-Centric Workflow Solution, the essential mix for data-centric, resolution-independent workflow. Used by creative and post professionals, SCRATCH™ enables an easy means to develop their projects in HD, SD, and film (2K, 4K and beyond) files, or a combination thereof, and output to any format. Rising Sun joins the ASSIMILATE Performance Lab (APL), which is the single point of access for all equipment that qualifies to deliver the needed real-time support for SCRATCH.

cineSpace Color Management and LUTs save users time and money by removing the guesswork from working with film images. Combined with the SCRATCH post feature set, artists can view and manipulate images to achieve the hues and nuances of color and the desired “look” of the projects on their workstation monitors. The result is a near-perfect representation of how the images will appear when output to final film.

“In film post production, color is king. Color management tools and look-up tables (LUTs) are pivotal in simulating the look of projected print film in a non-film environment. All post professionals want the best color tools to achieve the subtleties of color and for enhancing the look and emotional impact of their film projects, and Rising Sun fulfills that need,” states Jeff Edson, president and CEO of ASSIMILATE.

“Cinespace color management enables the creative community to control the integrity of the look and feel they are working to achieve in a film. They need to have confidence that the images they see are a faithful representation of how things look when going to video or projected film,” says Jeremy Pollard, vice president of sales at Rising Sun Research. “The combination of SCRATCH and cineSpace is making this capability affordable so that the broadest range of users can produce superior quality films and projects.”

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.

About Rising Sun Research

Rising Sun Research (RSR) is a specialist provider of tools to visual professionals, with clients including some of the biggest (and smallest) visual effects companies, digital film labs, educational institutions and film productions in the world. The company was founded in 1999 as a technology spin-off from the boutique visual effects company Rising Sun Pictures and is an independent, privately held company headquartered in Adelaide, Australia. For more information visit www.risingsunresearch.com

About ASSIMILATE

ASSIMILATE(tm) is transforming post production with its SCRATCH(tm) 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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