



PRESS RELEASE

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ASSIMILATE's SCRATCH Certified by The Foundry

Las Vegas, Nevada, NAB 06, April 20, 2006 – ASSIMILATE™ and The Foundry announced today the certification of ASSIMILATE's SCRATCH Data-Centric Workflow Solution with The Foundry's visual effect and image processing tools, following a rigorous testing process by both companies. This means that creative and post-production professionals now have the assurance of easy interoperability between the **SCRATCH™** platform and The Foundry's extensive suites of tools -- **Tinder, Furnace and Keylight**.

"SCRATCH now joins our list of fully supported platforms and thus enables a broader range of users to benefit from an affordable, high-quality, post-production workflow. The Foundry's plug-in visual effects complement SCRATCH, enabling artists to create stunning visuals with powerful imaging and processing capabilities at their fingertips," stated **Bruno Nicoletti, director, The Foundry**.

Jeff Edson, CEO of ASSIMILATE added, "This certification tells the SCRATCH customers that they are now assured of reliable interoperability and performance for one of the best sets of effects and restoration tools on the market. In the end, it's all about making an easy, seamless digital workflow for our customers and part of that is reliable accessibility to a wide range of quality tools like those from The Foundry."

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 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 **See SCRATCH at several partner booths at NAB 06.**

About The Foundry

The Foundry is a software developer specializing in plug-in visual effects for the film and video markets. The company was set up in 1996 by Bruno Nicoletti after writing custom effects for flame operators at Rushes Postproduction in London. Simon Robinson joined soon afterwards to form the partnership. The Foundry were the first sparks' developer for Discreet Systems Products and now have their Tinder, Furnace, Keylight and Anvil plug-ins on the leading compositing platforms for customers throughout the world. In January 2004 The Foundry launched OpenFX, an open plug-in solution that is setting the new standard for industry plug-in development and support. For further information please visit www.thefoundry.co.uk

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