



PRESS RELEASE

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PANDORA and ASSIMILATE Form Strategic Partnership

Combining Technologies for Data-Centric Digital Film Pipeline

April 27, 2005, Miami Beach, Florida – ASSIMILATE™, Inc. and Pandora International Ltd. announced today they have formed a strategic partnership to execute on a vision of a seamless, data-centric, and scalable digital workflow and advanced color correction system for film post production. The two companies are combining technologies to give film professionals superior control, performance, and ease-of-use in the perfecting of film scenes and final film quality.

Pandora's product line is a series of powerful and modular color correction systems that include Pogle Evolution, Pogle Platinum, and PiXi Revolution. These systems comprise the tools expected in a color-correction suite, including several distinct image processing subsets such as color correction, noise reduction, and telecine control -- all with a tactile interface of the signature Pogle Control Panel. ASSIMILATE's SCRATCH™ Data-Centric Workflow Solution includes real-time, multi-resolution review/playback, assemble/edit, conform, primary color grading, scratch audio, visual effects (significantly enhanced with over 150 optional plug-ins), final mastering to film, as well as data management.

"ASSIMILATE and Pandora share a common approach in developing superior DI solutions based on a powerful, modular, open-architecture foundation that is geared to empower film professionals with ever evolving, state-of-the-art features and technologies," stated Jeff Edson, president and CEO of ASSIMILATE. "This symbiotic relationship employs the technologies, products, and expertise of both companies to deliver more powerful and efficient workflows for digital film collaboration and post production."

"ASSIMILATE's SCRATCH is the ideal 'backroom' for data-centric, digital-film post workflow. Pandora ideally complements this infrastructure with its high-performance, modular image processing that is known for unparalleled quality and performance "said Steve Brett, Technical Director of Pandora International. "Combining the companies' respective technologies gives post houses a considerable



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advantage. Post production facilities will now be able to leverage existing technology and build new workflows for efficient and affordable high-performance digital workflows for film post production.”

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.

Pandora Advantage

The Pandora REVOLUTION is an extremely powerful but compact accelerator module that brings all the traditional Telecine color correction tools to the world of DI. Pandora does not believe in the practice of using low resolution proxy images or background rendering. Featuring a high-performance >4GBs PCI Express connection and an in-built 10Gbs optical network for system expansion REVOLUTION allows “Really Real Time” color processing at all resolutions.

Price and Availability

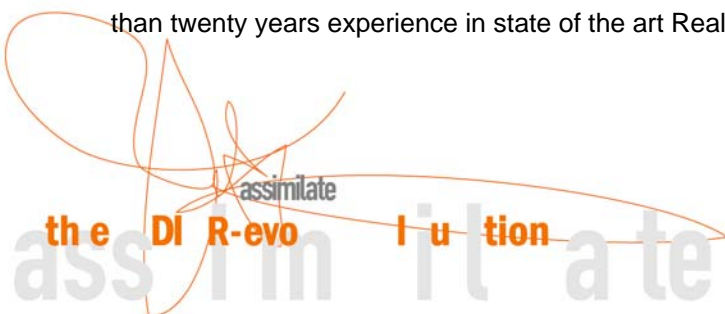
SCRATCH (software only) is at \$35,000 U.S. For ASSIMILATE sales contacts, see www.assimilateinc.com. For Pandora system pricing and sales contacts, see www.pandora-int.com

About ASSIMILATE

ASSIMILATE 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. To learn more about ASSIMILATE, visit www.assimilateinc.com

About PANDORA

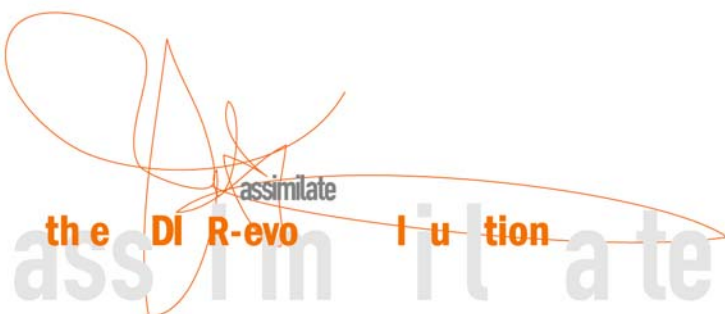
PANDORA INTERNATIONAL LIMITED [www.pandora-int.com] is a UK-based Company with more than twenty years experience in state of the art Real Time Colour Correction Systems.





For more than seven years the MegaDEF colour corrector has become known around the world as the only true solution to real-time 2K processing. Now the REVOLUTION accelerator allows us to run an enhanced software emulation of MegaDEF on a single, affordable, accelerator card.

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