



FOR IMMEDIATE RELEASE

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ASSIMILATE Debuts SCRATCH SCAFFOLDS at the Broadcast Production Show

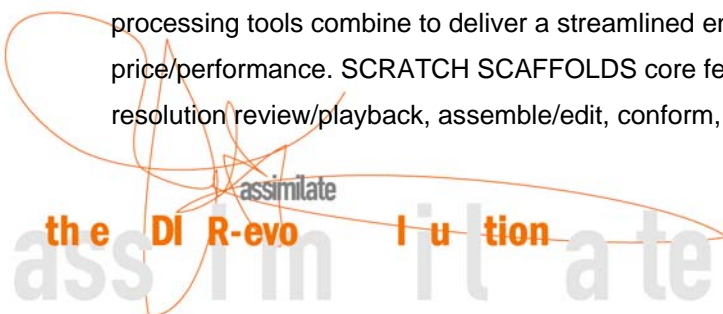
SCRATCH Data-Centric Workflow Solution Adds Creative, Multi-Layer Grading

June 1, 2005, London, UK – ASSIMILATE™, Inc. announced here today at The Broadcast Production Show 2005 the expansion of its product line for film post production (2K, 4K, and beyond) to include its new SCRATCH SCAFFOLDS™ Data-Centric Workflow Solution. Adding to the feature-rich capabilities of SCRATCH™ -- 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) – SCRATCH SCAFFOLDS empowers film professionals with a multi-layer grading stack for manipulating color changes, consistencies, or combinations, as well as secondary color grading.

SCRATCH SCAFFOLDS includes a host of creative grading features, such as same-source grading stacks (unlimited layers), HSV/RGB keyers, free-form shapes with soft edges that can be animated, a curve editor, transformations, a tracker/stabilizer, and stackable 3D LUTs. "Sophisticated nuances and illusions add to the quality of a film and play a pivotal role in evoking the emotional response that pulls the audience into a story. These capabilities are as vital to the independent film makers and boutique production houses as they are to the success of mainstream filmmakers and large post facilities, and SCRATCH SCAFFOLDS fits this broad spectrum of budgets," stated Jeff Edson, chief executive officer (CEO) of ASSIMILATE.

Build Your DI Workflow

Like SCRATCH, SCRATCH SCAFFOLDS is a 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 SCAFFOLDS 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 SCAFFOLDS core features include simultaneous, real-time, multi-resolution review/playback, assemble/edit, conform, primary color grading, multi-layer grading stack for





manipulating color changes, consistencies, or combinations, secondary color grading, scratch audio, visual effects (significantly enhanced with over 150 optional plug-ins), and final mastering to film. SCRATCH SCAFFOLDS supports 1D, 3D and customer-developed LUTs (Look-Up-Tables), running in real time.

Edson stated, "At the launch of SCRATCH, we committed to growing our DI product line to deliver quality and price-performance value with new and enhanced feature sets. Since then, we've added SCRATCH ZONE-1™, a network collaboration solution that extends the real-time review and playback capabilities of SCRATCH. We've also increased our support for third-party color control panels, color management systems, and additional plug-ins. SCRATCH SCAFFOLDS further extends our product line to offer an even richer set of data-centric software."

Price and Availability

Available within 30 days, the SCRATCH SCAFFOLDS Data-Centric Workflow Solution (software only) lists at \$45,000 U.S. For sales contacts, see www.assimilateinc.com

About ASSIMILATE

ASSIMILATE (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 booth, #E39, at The Broadcast Production Show 2005, Earls Court 2, London.

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