



FOR IMMEDIATE RELEASE

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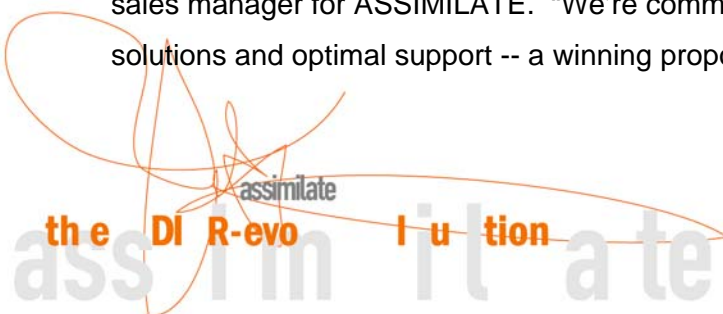
ASSIMILATE Opens UK/European Headquarters in London

June 1, 2005, London, UK – ASSIMILATE™, Inc., developer of the SCRATCH product line of data-centric workflow solutions for film post production (2K, 4K, and beyond), announced here today at the Broadcast Production Show 2005 the expansion of its sales and service operations with the opening of its UK/European headquarters in London, the UK. Marie Buckley, who has held sales management positions for 5D and SpeedSix, heads up this new office as European Sales Manager.

“The opening of our UK headquarters underscores our commitment to customers throughout the UK and Europe to provide responsive and optimal service and support. A local presence enables us to quickly respond to the needs of film professionals who are working to meet the demands of tight project schedules,” stated Jeff Edson, chief executive officer (CEO) of ASSIMILATE.

Edson added, “The UK and Europe are growing markets for independent filmmakers and boutique post-production facilities. The SCRATCH Data-Centric Workflow Solutions lowers the barrier to entry for these film professionals in creating a cost-effective and consistent digital intermediate (DI) workflow. Being close at hand enables us to effectively assist customers in defining and building their DI suites.”

“A core value at ASSIMILATE is to listen and respond to the client and I believe this is of huge value to the UK and European film communities,” stated Marie Buckley, European sales manager for ASSIMILATE. “We’re committed to affordable high-performance DI solutions and optimal support -- a winning proposition for our customers and our company.”





SCRATCH Data-Centric Workflow Solutions

SCRATCH™ 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, the SCRATCH Data-Centric Workflow Solution™ 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. SCRATCH supports 1D, 3D and customer-developed LUTs (Look-Up-Tables), running in real time.

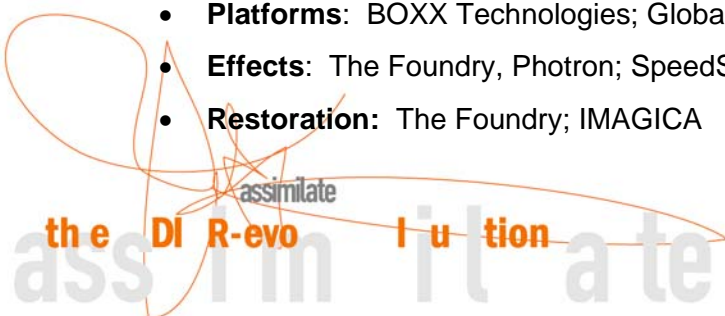
SCRATCH ZONE-1™ is a network collaboration solution that extends the real-time review and playback capabilities of SCRATCH.

SCRATCH SCAFFOLDS™ has all the feature-rich capabilities of SCRATCH, and adds a multi-layer grading stack for manipulating color changes, consistencies, or combinations, as well as layering animations and adding secondary color grading.

Extensive Third-Party Support

ASSIMILATE partners with leading third-party software and hardware vendors for support of its SCRATCH Data-Centric Workflow Solutions, and the list will continue to grow.

- **Color Management:** IMAGICA; KODAK
- **Colorist Panels:** JLCoper Electronics; Tangent Devices
- **Graphics Cards:** NVIDIA
- **Storage:** BOXX Technologies; DataDirect Networks; Enhance Technology; Exavio; Globstor Data Corporation; Huge Systems, a Ciprico Company; Sanbolic
- **Platforms:** BOXX Technologies; Globalstor; HP; IBM
- **Effects:** The Foundry, Photron; SpeedSix
- **Restoration:** The Foundry; IMAGICA





Edson stated, “We’re delivering on our commitment to provide support for the best third-party tools on the market so that our customers can focus on the art of creating quality films.”

UK Headquarters Information

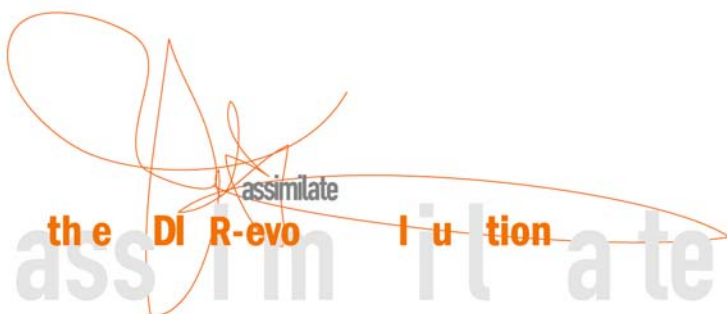
The ASSIMILATE UK Headquarters provides sales and technical support for SCRATCH customers throughout the UK and Europe.

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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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