



## PRESS RELEASE

**ASSIMILATE contact:**  
Aggie Frizzell  
Vice President Communications  
Assimilate, Inc.  
aggie@assimilateinc.com  
425-503-3036

## FOR IMMEDIATE RELEASE

**Technology Joint Corporation contact:**  
Masahiro Kondo  
Director of Sales & Marketing  
Technology Joint Corporation  
mkondo@tjc.ne.jp  
81-3-5442-4161

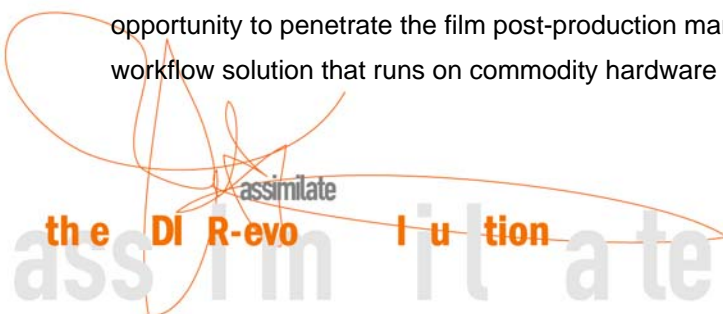
### **ASSIMILATE Names TJC/ELSA as Master Asian Distributor**

#### ***Assimilation of Asia for SCRATCH DI Workflow Products Begins***

**September 7, 2005, Saratoga, Calif.** – ASSIMILATE™, Inc. announced today its distribution of SCRATCH Data-Centric Workflow Solution™ product line in Japan will be spearheaded by Technology Joint Corporation (TJC). TJC's charter is to create a reseller network that will sell into Japan's film post-production market, which includes a broad range of creative professionals, including film studios and independent filmmakers, as well as large and boutique post-production facilities. SCRATCH™ is a unique, streamlined and integrated workflow solution for the digital intermediate (DI) process, which is becoming more mainstream in film post production today. SCRATCH delivers affordable, high-performance, cost-effective, feature-rich, powerhouse post-production capabilities, including data management for the myriad film project files, and runs on commodity hardware. SCRATCH augments existing proprietary post systems at one end of the spectrum and breaks down the cost barrier to entry for quality post production at the other end. With SCRATCH, it is now affordable for any film to be enhanced for the emotional impact and desired look that creators are striving to achieve.

"With its attention to film quality and rich color scenes, the Japan film market has a growing need for the DI process. We're seeing great interest from post facilities to move to a data-centric workflow solution that works in real time and is resolution independent. This makes for ideal timing to enter this market with affordable high-performance DI solutions," said **Jeff Edson, CEO at ASSIMILATE**. "TJC has an excellent reputation for building strong sales and support networks. While SCRATCH is easy to use in perfecting the quality of films, we want our Japanese customers to have the best set-up and maintenance experience possible and a professional team such as TJC can assure that."

**T. J. Namaritani, CEO of TJC in Japan**, stated, "ASSIMILATE is quickly gaining a strong reputation for revolutionizing the DI process with its SCRATCH product line. With SCRATCH, we have a significant opportunity to penetrate the film post-production market, offering the only feature-rich, streamlined DI workflow solution that runs on commodity hardware and that offers superior price/performance value."





### **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), data management, and final mastering to film. SCRATCH supports 1D, 3D and customer-developed Look-Up-Tables (LUTs), 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.

### **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 the SCRATCH product line and access customer case studies, see [www.assimilateinc.com](http://www.assimilateinc.com) Also, visit us at our stand at IBC 05, Hall 7 # 7.909m the RAI Convention Center, Amsterdam, The Netherlands.

### **About TJC**

Technology Joint Corporation (TJC), an engineering-based company, focuses on three main fields for the state-of-the-art computer technologies, namely computer graphics, multimedia, and security. In 2002, TJC made a successful acquisition of ELSA Japan Inc., making the latter a wholly subsidiary of TJC. The ELSA Japan Inc. logo is trademarked and copyrighted and is property of TJC. TJC is the exclusive distributor for NVIDIA in the Japanese market for their workstation graphics systems. The NVIDIA Quadro products are available in Japan through ELSA Japan Inc. TJC is expanding its business into the Asia Pacific region, which covers Taiwan, China, Korea, Singapore, Malaysia, Hong Kong, Thailand and others. For more information, please visit [www.tjc.ne.jp](http://www.tjc.ne.jp) ###

