



ARRI
Contact:
Franz Wieser
845 353-1400 (office)
fwieser@arri.com

An Tran
818 841-7070 (office)
atran@arri.com



ASSIMILATE
Contact:
Aggie Frizzell
425 503-3036
aggie@assimilateinc.com

FOR IMMEDIATE RELEASE

ARRI 3D Color Management System Gets ASSIMILATED

November 16, 2005, Saratoga, CA – ASSIMILATE, Inc. announced its real-time SCRATCH™ Data-Centric Workflow Solution now supports ARRICMS, the 3D color management system (CMS) from ARRI. This combination of ASSIMILATE™ and ARRICMS extends the digital workflow toolset for creative professionals who seek an affordable, easy-to-use, high-quality postproduction solution for visually complex, full resolution films.

ARRICMS is a 3D color management software (CMS) used during the color grading process that enables colorists and directors of photography (DPs) to achieve a precise transfer of images displayed on CRT monitors and DLP projectors to final print film. ARRICMS, which includes 3D LUTs, ensures that color adjustments made in the color grading process will correspond with the final film master. ARRICMS manages all the technical parameters and variables required between the digital files and final film master to achieve the highest degree of quality and integrity for the finished look and feel of the project.

“SCRATCH users understand the value of the digital data-centric workflow. They also recognize precise color grading is an art which requires the best-of-breed software tools to achieve the mood or look that the nuances of color evoke,” **Jeff Edson, CEO of ASSIMILATE**. “ARRICMS seamlessly integrates with SCRATCH to enable our customers with one of the highest standards in color management, and therefore high-quality results for the look and feel of the final film.”

“Precision color management is a critical factor in digital postproduction. ARRICMS manages the complexities of color science so that the colorist/DP can focus on the art, achieving his or her view of color perfection for the final film master,” said **Peter Geissler, ARRI CMS Project Leader**. “Digital workflow is enabling a wider range of post professionals to produce high quality films. In partnering with ASSIMILATE and integrating ARRICMS with SCRATCH, we are taking our advanced color management tools to this broader post community.”

SCRATCH Data-Centric Workflow Solution

SCRATCH™ is a real-time, data-centric workflow solution for visually complex, full-resolution, high-quality, long and short-form film postproduction. 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.

Price and Availability

The ARRICMS Color Management System Preview LUTs are available for download free of charge at <http://www.arri.de/entry/arri cms.htm> from ARRI. The SCRATCH Data-Centric Workflow Solution is available through the ASSIMILATE sales channel at \$35,000 U.S. for software only. For sales contacts, see www.assimilateinc.com

About ASSIMILATE

ASSIMILATE is enabling the DI R-evolution with the SCRATCH product line of integrated, real-time, data-centric (for 2K, 4K and beyond) software and solutions for HD and film post 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

About ARRI

ARRI Inc. is the U.S. subsidiary of Arnold and Richter Cine Technik (A&R), located in Munich, Germany. A&R was founded in 1917 and is the largest manufacturer of professional motion picture equipment in the world. The range of manufactured products and technologies include camera systems for 16mm, 35mm and 65mm film, a full range of location and studio lighting fixtures, the ARRISCAN and ARRILASER, ARRICMS, film viewing and projection devices, and more. These products and services are offered through a network of subsidiary companies, agents and representatives worldwide. For locations and more information, go to www.arri.com
<<http://www.arri.com/>>

###