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FOR IMMEDIATE RELEASE

Creative Bridge and ASSIMILATE Offer New Workflow

Los Angeles, CA – November 30, 2005—Creative Bridge has purchased the ASSIMILATE SCRATCH Data-Centric Workflow Solution for a new Mobile Digital Lab and Theater (MDLT). Creative Bridge's first MDLT is a state of the art mobile theater offering calibrated viewing of digital dailies, as well as a "digital lab" where RGB 4:4:4 10-bit log data can be cloned, archived and prepped for editorial directly on location.

The new workflow utilizes SCRATCH to provide Directors, Cinematographers, and DITs a comfortable mobile environment in which they can play back and view digitally captured images, along with the latest edit, and then be able to monitor and control the look and color of the images directly at the production location.

Creative Bridge uses SCRATCH to apply "looks" created in advance or on set and easily play back each scene and take, along with a synced audio track, in a fully uncompressed and calibrated 1920 x 1080 native environment from ingest to projection.

"We've looked for the best combination of quality, speed, and extensibility and found that SCRATCH is the perfect fit in our unique workflow," said Brian Gaffney, Creative Bridge Partner. "We are using SCRATCH on location to move large amounts of digital film in real time for clients to preview dailies as soon as the images are captured. SCRATCH allows our artists to manipulate data quickly and efficiently so that customers may view and make decisions before sending the data to post. With SCRATCH, initial edit and color decisions can be made, supervised and transferred to the client's Post facility using our services."

"We were presented a unique challenge with Creative Bridge," noted Jeff Edson, CEO for ASSIMILATE. "Creative Bridge is capable of ingesting pretty much all the digital formats needed to mount Linux based S.Two data cartridges to capture DPX files directly into SCRATCH. It is important for their clients to view images immediately after capture, without waiting for an additional file transfer. We listened to their unique requirements and then customized a SCRATCH solution for Creative Bridge".

ASSIMILATE's SCRATCH Data-Centric Workflow Solution provides a streamlined, end-to-end, DI pipeline solution for film (2K, 4K and beyond) and HD post production. SCRATCH core features include simultaneous real-time, multi-resolution review/playback, assemble/edit, conform, primary color grading, scratch audio, visual effects, data management, and final mastering to film. SCRATCH supports 1D, 3D, and customer-developed look-up tables (LUTs) running in real

time. Creative Bridge has chosen GlobalStor's Extremestor DI Digital Intermediate Server with 6TB of storage as the platform for SCRATCH in the MDLT. The first MDLT will be available in mid January 2006. Creative Bridge will showcase the workflow at a customer event in conjunction with [The Camera House](#) in North Hollywood in December.

About Creative Bridge, Inc.

Based in Los Angeles and New Orleans, Creative Bridge provides state of the art Mobile Digital Lab and Preview Theaters at location, as well as HD equipment rental and creative support for the Digital Intermediate process. The company was founded by Brian Gaffney and Dan Lion, drawing on their extensive sales and management experience with companies including Kodak, Discreet (Autodesk), MTI Film, and Wexler Video.

Creative Bridge's mission is to provide the highest quality products at competitive prices to support the DI process. Brian, Dan, and the Creative Bridge team are highly focused on providing outstanding service as well as the right tools and support to help their clients succeed. For more information, visit the company's website at www.creativebridgeinc.com.

About ASSIMILATE

ASSIMILATE is enabling the DI R-evolution with the SCRATCH product line of real time, data-centric (for 2K and 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, visit www.assimilateinc.com.

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