

## PRESS RELEASE

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## **ASSIMILATE Congratulates Steven Soderbergh, Pablo Trapero, Lucrecia Martel, Fernando Meirelles, and Julius Avery for Palme d'Or Nominations at 2008 Cannes Film Festival**

### **Cannes Cinefondation Honors Student Marco Berger Filmgate Showing VFX**

**Saratoga, CA, May 16, 2008** – At the 61<sup>st</sup> Cannes Film Festival, several prestigious award nominations are on the roster for filmmakers whose post production companies used the SCRATCH® Digital Process Solution in their digital workflow. This includes four feature-film Palme d'Or award nominations, a short-film Palme d'Or award nomination, and a Cinefondation award nomination. Additionally, three films showing at the Cannes Film Festival 2008 will include VFX by Filmgate, who also uses SCRATCH.

### **Four Nominations for the Palme D'Or Award, Feature Films**

ASSIMILATE™ congratulates Steven Soderbergh (Morena Films/Madrid and Guerrilla Films/New York, production), Pablo Trapero and Lucrecia Martel (Cinecolor Argentina, post production), and Fernando Meirelles (O2 Filmes, post production) on their quality feature films and post production for this category. These films will be viewed at the Cannes' Grand Theatre Lumière.

**Film Premiere, May 14: "Blindness"**, a feature film directed by Fernando Meirelles, and starring Julianne Moore

**Story:** A doctor's wife becomes the only person with the ability to see in a town where everyone is struck with a mysterious case of sudden blindness. She feigns illness in order to take care of her husband as her surrounding community breaks down into chaos and disorder. The film is based on a novel by Nobel Prize winner Jose Saramago.

**Post Production:** O2 Filmes/Brazil

**Film Premiere May 15: "La Leonera"**, a feature film directed by Pablo Trapero, and starring Martina Gusman

**Story:** Julia, a 25 year-old university student, two weeks pregnant, with no criminal record, is sent to prison. Julia murdered two men; one, the father of her child. This story

addresses maternity, jail and justice; confinement, guilt and solitude; but above all it deals with Julia and her son, Tomas, born inside an Argentinean prison.

**Post Production:** Cinecolor Argentina, www. [www.cinecolor.com.ar](http://www.cinecolor.com.ar)

**Film Premiere May 21: “Che”**, a two-part feature film directed and photographed by Steven Soderbergh, and starring Benicio Del Toro

**Story:** On November 26, 1956, Fidel Castro sails to Cuba with eighty rebels to overthrow the corrupt dictatorship of Fulgencio Batista. One of the rebels was Ernesto "Che" Guevara, an Argentine doctor whom he had met the previous year in Mexico City. After the Cuban Revolution, Che is at the height of his fame and power. Then he disappears, re-emerging incognito in Bolivia, where he organizes a small group of Cuban comrades and Bolivian recruits to bring the Revolution to South America.

**Production:** Morena Films/Madrid and Guerrilla Films/New York.

**Post Production:** Technicolor Creative Services/New York

**Screening May 21: “La Mujer Sin Cabeza”**, a feature film directed and written by Lucrecia Martel, and starring Guillermo Arengo and Claudia Cantero

**Story:** A woman driving on the highway is distracted and runs over something. On the days following this incident, she fails to recognize the feelings that bond her to things and people. One night she tells her husband about the incident and they go back to the road only to find a dead dog. Everything returns to normal and the bad moment seems to be over until the news of a gruesome discovery again worries everyone.

**Post Production:** Cinecolor Argentina, www. [www.cinecolor.com.ar](http://www.cinecolor.com.ar)

## **Nomination for the Palme D’Or Award, Short Films**

ASSIMILATE also congratulates Julius Avery (Complete Post, post production) for his nomination in the Golden Palm Award, short films category. Each year, about fifteen international shorts compete for the short film Palme d'Or. These films will be viewed at the Salle Debussy and Salle Bunuel

**Screening May 24: “Jerrycan”**, a short film directed by Julius Avery, and starring Tristan Burke

**Story:** Nathan, a kid who risks everything after he is bullied into making a life and death decision.

**Post Production:** Complete Post/Melbourne, Australia

## **Nomination for Cinéfondation**

Created in 1998 and devoted to the search for new talent, the Cinéfondation selects fifteen to twenty short and medium-length works each year from film schools all over the world. The Cinéfondation selection forms part of the Official Selection and the selected films are presented to the Cinéfondation and Shorts Jury, which awards a prize to the best three at an official Festival ceremony.

**Screening May 22: “El Reloj”** ASSIMILATE congratulates Marco Berger, a student at the Universidad del Cine, Argentina, for the selection of his film, “ El Reloj” (The Watch), in the Cinéfondation category of the Cannes Film Festival 2008.

## Other Films Showing at Cannes 2008

ASSIMILATE also congratulates SCRATCH user Filmgate (Sweden) for its VFX work in three films that will be showing at the Cannes Film Festival 2008: “Hush”, directed by Mark Tonderai; “Eden Lake”, directed by James Watkins; and “Capitaine Achab ”, directed by Philippe Ramos. [www.filmgate.se](http://www.filmgate.se)

“The talent of these filmmakers has earned their nominations and position at this prestigious, global film event. Our goal is to support their talent by giving these artists, and all independent filmmakers, the quality digital tools needed to achieve the vision and look they have for their creative work,” said **Jeff Edson, CEO at ASSIMILATE**. “We extend our sincere congratulations to these filmmakers and post production teams for meeting the standards of excellence set by the Cannes Film Festival.”

### **SCRATCH Backgrounder**

**SCRATCH® Digital Process Solution™** is the essential mix for a streamlined, real-time, easy-to-use, cost-effective, resolution-independent, end-to-end pipeline for creative and post production. A broad spectrum of creative and post artists -- studio and independent filmmakers, large and boutique post-production facilities, animation studios, VFX houses, trailer developers -- benefit from the bottom-line advantages of the SCRATCH digital workflow: increased speed and productivity, ability to easily experiment, quality output to any format, and an up-tick in profits. Whether an imaging project is 2k/4k film, HD/SD, RED ONE 4K, stereoscopic 3D, or digital film, SCRATCH enables your workflow of choice. SCRATCH includes a robust core feature set that includes real-time data management, review/playback, assemble/edit, conform, primary and secondary color grading, multi-layer grading stack, audio, visual effects (enhanced by third-party plug-ins), support for 1D, 3D and customer-developed Look-Up-Tables (LUTs), finishing, and final mastering to any format. SCRATCH is a product of ASSIMILATE. Learn more at [www.assimilateinc.com](http://www.assimilateinc.com)

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