

PRESS RELEASE

Media Contacts:

Aggie Frizzell
VP Communications, ASSIMILATE
(425) 503-3036
aggie@assimilate.com



ASSIMILATE Congratulates SCRATCH Users for 2010 Cannes Film Festival Nominations

RED Digital Camera and SCRATCH Post Projects at Cannes 2010

Santa Clara, CA, May 11, 2010 – At the 63rd Cannes Film Festival (May 12 – 23, 2010), several prestigious award nominations and honors are on the roster for filmmakers whose post-production companies used ASSIMILATE's SCRATCH® Digital Finishing Solution in their digital workflows.

Cannes Film Festival 2010, Main Competition

ASSIMILATE™ congratulates Offhollywood (www.offhollywoodny.com) for the nomination of Doug Liman's "Fair Game" as the sole U.S. film in the main competition for feature films. The film was shot with the **RED Digital Camera, and SCRATCH with dual RED Rocket cards** was used for the entire post digital workflow, from conform, grading, through finishing.

Synopsis: The River Road Entertainment film is a political thriller, starring Sean Penn and Naomi Watts, and tells the story of ousted CIA undercover agent, Valerie Plame.

Caméra d'Or, Directors' Fortnight

ASSIMILATE congratulates Vision On (www.visionon.com) for the color grading and finishing in **SCRATCH** by Nick Metcalf and Dustin Bowlin for Alistair Banks Griffin's "Two Gates of Sleep". Directors' Fortnight at Cannes highlights new talent and screens a selection of original world cinema.

Synopsis: After preparing for their mother's imminent death, two brothers go on an arduous upriver journey to honor her final request.

Caméra d'Or, Critics' Week

ASSIMILATE congratulates Cosmodigital (www.cosmo-digital.com) for the conform and

color grading by Aurelie Laumont in **SCRATCH** of Phan Dang Di's "Bi, Don't Be Afraid!" (Bi, Dung So!). Shot with the **RED Digital Camera**, this is the world premiere, and film debut of Phan Dan Di, for the 90-minute The Cannes Film Festival's prestigious International Critics Week, Caméra d'Or showcases first and second feature films by directors from all over the world.

Synopsis: The touching story about Bi, a six-year old boy, and the tangled family affairs he witnesses between his drunken philandering father, long-suffering mother, and beloved grandfather.

Un Certain Regard

ASSIMILATE congratulates Cinecolor (www.cinecolor.com.ar) for the complete DI, including color grading and finishing, in **SCRATCH** of Pablo Trapero's "Carancho."

Synopsis: A gritty thriller that tells the story of a personal injury lawyer and a doctor working to save the lives of his customers.

Special Screenings – Shorts and Medium Length Films

ASSIMILATE congratulates Alchimix/Wallpaper (www.wallpp.net) for its post production in **SCRATCH** of Nicolas Sarkissian's "Fracture", which has its world premiere on closing night. .

Synopsis: Paul has everything to be happy: a great job, a devoted wife, a lovely daughter and an amazing villa. It's a Sunday in the middle of the summer, he wants to relax by his pool, watch the tennis game on TV. But Paul feels oppressed by an invisible evil that devours him.

"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 high quality digital tools needed to cost-effectively 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 a streamlined, real-time, easy-to-use, cost-effective, resolution-independent, end-to-end pipeline for pre-and-post-production. A broad spectrum of creative and post artists benefit from the bottom-line advantages of the SCRATCH digital workflow: Increased speed and productivity, ability to easily experiment,

high quality output to any format, and an up-tick in profits. Whether an imaging project is film (2K/4K), HD/SD, 3D, RED MX, or RED MX-3D, SCRATCH v5.1 enables your workflow of choice. SCRATCH includes a robust core feature set with real-time data management, review/playback, conform/editorial, color grading, compositing, finishing, and final mastering to any format. . SCRATCH is a product of ASSIMILATE. Learn more about ASSIMILATE and SCRATCH user stories at www.assimilateinc.com .

###