

## PRESS RELEASE

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## **ASSIMILATE Congratulates L'Immagine Ritrovata for Restoration of Seven Films at 2010 Cannes Film Festival**

### ***SCRATCH Used in Restoration of Seven Films for Cannes Classic Section***

**Cannes, France, May 17, 2010** – At the 63rd Cannes Film Festival (May 12 – 23, 2010), the Classic Section is featuring seven films beautifully restored by L'Immagine Ritrovata (Bologna, Italy). A film laboratory that specializes in cinematography restoration, L'Immagine Ritrovata uses ASSIMILATE's SCRATCH Digital Processing Solution to color grade, and bring more definition to the original material, while maintaining the original look and texture of each film.

### **2010 Cannes Classic Section**

The aim of this program is to highlight works of the past with new or restored prints, tributes to filmmakers or foreign cinema, as well as documentaries about filmmaking.

### **Restored Prints**

**“Boudu Sauv  Des Eaux”** (Boudu Saved from Drowning) by Jean Renoir (France, 85', 1932): A restoration is presented by Path  in a never-before-seen version that includes scenes that were cut in the original. A Path  2K digital restoration in association with the laboratories L'immagine Ritrovata (Bologna) and Digimage (Paris).

**“La Campagne de Ciceron”** by Jacques Davila, who died in 1991 (France, 111', 1989). The projection will be in the presence of the film crew who have come to Cannes for the occasion. The restoration is presented by Cinematheque of Toulouse with the support of the Groupama Gan Foundation for Cinema. The film will be re-released on DVD by Carlotta.

### **The World Cinema Foundation**

**The World Cinema Foundation**, established in Cannes by Martin Scorsese in 2007, presents:

“**Mest**” (The Red Flute) by Ermek Shinarbaev, (Kazakhstan, 96’, 1989)

“**Ket Lany Azutcan**” (Two Girls in the Street) by André de Toth (Hungary, 85’, 1939)

“**Titash Ekti Nadir Naam**” (A River Called Titas) by Ritwik Ghatak (India, 158’, 1973)

The prints for these three films came from the national film archives of Kazakhstan, Hungary and India. The 2K digital restoration of was done at L'Immagine Ritrovata Laboratory, in conjunction with Cineteca di Bologna in 2010, with the color grading done in SCRATCH.

**The Citeneca di Bologna** will also be presenting two short films:

“**Il Ruscello Di Ripasottile**” by Roberto Rossellini (Italy, 1941, 12’)

“**The Eloquent Peasant**” by Chadi Abdel Salam (Egypt, 1970, 20’)

The 2K digital restoration of these two short films was done at L'Immagine Ritrovata Laboratory, with the color grading done in SCRATCH.

**Giandomenico Zeppa, senior colorist at L'Immagine Ritrovata**, says “It’s an honor to restore these films to the quality and intensity they deserve. The 2K digital restorations preserve these films for filmmaking history at a high quality that is faithful to the original look. ASSIMILATE’s SCRATCH gave us the high-end digital tools we needed for color grading and finishing, and within a very cost-effective, streamlined data workflow.”

<http://www.immagineritrovata.it/>

### **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](http://www.assimilateinc.com) .

Caption: Scene from “Two Girls in the Street” by André de Toth (Hungary, 1939); image courtesy of L’Immagine Ritrovata

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