

## PRESS RELEASE



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## **ASSIMILATE and Cobalt Entertainment Deliver First Real-time Stereoscopic 3D Digital Workflow**

*Filmmakers can reduce the 3D post process from months or weeks, to days or hours*

**Amsterdam, The Netherlands, IBC 06 – September 8, 2006** – 3D is bringing an impactful and magical experience back to feature films, recapturing audience excitement and making a contribution to the bottom lines of filmmakers/studios within the entertainment industry. ASSIMILATE with SCRATCH and Cobalt Entertainment have teamed to offer a powerful, real-time stereoscopic/3D digital workflow and pipeline capability, running on a BOXX workstation, that potentially reduces the 3D post process from months or weeks to as little as days or hours. The companies will debut their joint effort at the first public demo during IBC 06. The compelling, high-performance DI demo for stereoscopic/3D is matched by its price/performance value that meets the budgets of both large studios and independent filmmakers, enabling more audiences to experience the thrill of 3D.

### **Why Stereoscopic 3D Now?**

New digital tools are the solution to everything that did not work with earlier attempts at creating and exhibiting stereo/3D images. The past limitations of 3D production included extremely heavy equipment, excessively long production schedules, noisy cameras, long set-up procedures, and days if not weeks to assemble and view dailies. Cobalt's digital 3ality Systems™ cameras are lightweight and silent, utilize advanced image processing, are digitally synchronized, provide instantaneous dailies, and enable production schedules that match a standard 2D schedule.

Prior attempts at theatrical 3D exhibition were severely compromised by projector misalignment, synchronization problems, and color/density mismatches between the two projectors. In the new digitally equipped cinemas, 3D images are projected from a single DLP projector, which projects both 2D and 3D content with the same ease. The single projector solution completely eliminates registration, color, and sync issues, thereby guaranteeing an optimal audience experience.

## **ASSIMILATE's SCRATCH Data-Centric Workflow Solution at Work**

SCRATCH™ is the only DI software solution that is capable of providing 3D screening directly out of the system without any additional processing.

By utilizing the dual-DVI outputs on the nVidia Quadro FX cards and the functionality of the SCRATCH CONstruct, users can create a timeline with right-eye material on one layer and left-eye material on another. The two clips can be edited as a single instance and color grading, or other effects data, can be easily applied and copied. Once any editorial fine-tuning and color grading has been applied, the dual-stream stereo imagery can be output directly from SCRATCH to the screen for review.

Jeff Edson, CEO of ASSIMILATE, explains, "This new 3D capability is a big win for SCRATCH users. Filmmakers and post houses need high-performance digital tools that keep them at the forefront of industry trends like 3D for viewing audiences, and they can no longer pay an arm and a leg to get them. These users are looking for streamlined solutions that work together, allow them to create and experiment, deliver quality output, and enable a profit. Together with Cobalt Entertainment, we're making this a reality for stereoscopic 3D today."

### **SCRATCH stereoscopic/3D:**

- Viewing of stereoscopic material immediately without the need for additional post-processing
- Simultaneous editing of left/right eye clips, minimizing errors and simplifying the conform process
- Apply and copy color grading and other manipulations to both eyes quickly and easily
- Instant stereo editing and dailies

## **Cobalt Entertainment's 3D Imaging Tools**

To provide a totally new capability within the film industry, Cobalt is expanding its 3D image processing tools to seamlessly integrate within SCRATCH to deliver an efficient, real-time 3D post-production suite. Cobalt's client list includes major motion picture studios and indies, all who will benefit from the efficiency of this new 3D post-production tool suite, as well as the real-time review of dailies and on-the-fly color correction in the Cobalt 2k viewing suite.

Steve Schklair, CEO of Cobalt Entertainment, notes "Being at the forefront of enabling quality 3D films is a continual adrenaline rush. We have several great projects in development that are going to wow audiences worldwide. Our business is making 3D easy for filmmakers so that they can expand their creativity and deliver a high-resolution film or digital product, and it only gets better from here. We are completing construction of a new 20,000 square foot studio in Burbank, which will make real-time 3D post and viewing simpler."

## **Product Backgrounders**

**SCRATCH Data-Centric Workflow Solution™** is The Essential Mix for a streamlined, 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 houses, animation studios, VFX houses, trailer developers -- benefit from the bottom-line advantages of the 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, or digital film, SCRATCH enables your workflow of choice. SCRATCH is a single, open, real-time, resolution-independent workflow solution with a robust core feature set that includes 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), and final mastering to any format.

In addition to this new 3D software capability with SCRATCH, **Cobalt Entertainment** manufactures the most technologically advanced digital 3D camera systems available. Cobalt high resolution 3D systems are the first to utilize zoom lenses supported by advanced digital image processing, fully integrated electronics, metadata generation, and wireless digital remotes. The camera systems are suitable for a range of production situations, from long lens sports photography to extreme close-ups, and can cover this range in real-time and within a single continuous shot. 3ality Systems™ cameras are engineered to deliver the ultra-high resolution needed for release in every format, including large-screen film and digital presentations.

### **About ASSIMILATE**

**See SCRATCH at IBC, Stand # 7.909 -- ASSIMILATE™** is transforming post production with its **SCRATCH™** Data-Centric Workflow Solution, the essential mix for a resolution-independent pipeline. Along with data management, SCRATCH features a rich set of DI and post tools for working in any combination of HD, SD, film (2K, 4K and beyond; 3D). ASSIMILATE is committed to empowering a broad spectrum of creative and post professionals with state-of-the-art, easy-to-use, data-centric solutions that deliver optimal price/performance. To learn more about SCRATCH and to access customer case studies, see [www.assimilateinc.com](http://www.assimilateinc.com)

### **About Cobalt Entertainment**

The team at Cobalt includes industry leaders in 3D, digital imaging, project management, technology development, film production, and image processing. Members of this team have been involved with a majority of the most well-known 3D entertainment projects completed to date. [www.cobalt3d.com](http://www.cobalt3d.com)

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