

PRESS RELEASE



Media Contact:

Aggie Frizzell

VP Communications, ASSIMILATE

(425) 503-3036

aggie@assimilateinc.com

ASSIMILATE to Showcase SCRATCH v5.2 for Finishing 3D, RED, ARRI Alexa, and Other Formats at IBC 2010

RED's Ted Shilowitz Shows 5K RED EPIC Camera at ASSIMILATE Big Screen Session

ASSIMILATE Big Screen Session Features SCRATCH Real-Time Workflows for Hot Camera Technologies from RED and ARRI

September 10, 2010, Amsterdam, The Netherlands, The RAI, IBC 2010 (stand 7.K01, hall 7, September 10-14) – With stereo 3D features and TV productions rapidly on the rise around the globe, ASSIMILATE™ is featuring real-time 3D post-production workflows in its newly advanced SCRATCH® v5.2 Digital Finishing Solution. This latest version of SCRATCH also introduces users to Post 2.0, the next-generation of real-time digital post-production tools to achieve the highest level of quality in digital cinema imagery. A primary focus will be SCRATCH v5.2 data workflows and finishing for 3D productions and the latest digital cinema formats that include RED's native R3D files, ARRI's ARRIRAW, and more.

Real-time SCRATCH v5.2 demos:

SCRATCH 3D finishing workflow – live, interactive stereo workflow with real-time conform, color grading, finishing, and playback of uncompressed 2K stereoscopic content directly to a 3D monitor. SCRATCH v5.2 includes real-time 3D-specific features for enhanced convergence, scaling, and versioning.

SCRATCH advanced finishing and compositing workflow – real-time data workflows with the most advanced features for finishing and compositing of 3D, RED MX and beyond, RED MX-3D, ARRI Alexa, HD/SD, film DPX, AVID MXF, or any mix of formats.

SCRATCH digital intermediate and finishing workflow – real-time data workflows in 3D, RED MX and beyond, RED MX-3D, ARRI Alexa, HD/SD, film DPX, AVID MXF, or any mix of formats.

SCRATCH on-set capabilities - SCRATCH-based material in an on-set capacity, using Globalstor's ExtremeStor Transport, a storage solution that includes display, keyboard and touch pad functions for on-site file management. This system will also be connected to a 3ality 3Play Pro-S professional-quality stereo monitoring system, and a Telairity H.264 encoding system to demonstrate the first 3D Post Remote-Review Network for simultaneous, real-time review by post houses and clients, anywhere in the world.

Jeff Edson, CEO at ASSIMILATE: “The explosive growth of digital cinema worldwide now includes a sharp rise in 3D productions. Filmmakers and post artists are looking to create streamlined real-time 3D pipelines that include the powerful tools needed for handling complex imagery, while working within tight budgets. We're meeting that need with SCRATCH v5.2. At ASSIMILATE, we're committed to staying at the forefront of digital cinema technologies, so that all users have access to the latest techniques for creating high-impact imagery.”

Hot 3D movies in the works: The RED camera is being used for the shoot of *Pirates of the Caribbean: On Stranger Tides* 3D and *Fright Night* 3D. ASSIMILATE's SCRATCH will play an active role in the 3D post-production workflow for both features.

SCRATCH Live! at Big Screen Experience, the RAI

ASSIMILATE's Lucas Wilson will present SCRATCH real-time data workflows for the latest RED hot, high-rez data cameras – RED EPIC and RED ONE MX. The live demo is at The RAI Auditorium, September 11, 1:00 – 2:30 p.m.

Learn why the latest SCRATCH v5.2 data workflows and powerful DI tools are ideal for real-time color grading, finishing, and compositing to enhance the look, hues, and subtleties of imagery in resolutions of up to 4k and beyond.

Special Guest from RED: At the same session, RED Digital Cinema's Ted Schilowitz will be on stage to show off the new 5K RED EPIC camera; present the value of true high-resolution cinema capture, post, finishing, and delivery; and screen new MX sensor footage on the giant screen at the RAI theater.

Special ARRI Presentation: Also at this session will be a presentation of the ARRI ALEXA workflow on SCRATCH, showing the ins and outs of ProRes and ARRIRAW technology.

Technology Partners at IBC 2010

See SCRATCH demos at partner stands throughout IBC 2010: Bluefish 444 (stand 7.J07), Rorke Data (stand 13.A23), Facilis (stand 7.D05), Editshare (stand 7.E20), Tangent Devices (stand 7.C10), JMR (stand 7.F06) and projectiondesign (stand 7.B20).

SCRATCH v5.2 Basics

ASSIMILATE's SCRATCH® v5.2 Digital Finishing Solution™ is the latest version of Post 2.0 generation digital post-production tools that enables users to achieve the highest levels of quality in digital cinema imagery. SCRATCH v5.2 adds advanced finishing and compositing, and 3D-specific features, such as convergence, scaling, and versioning to its real-time data workflow. Whether an imaging project is 3D, RED MX, RED MX-3D, ARRI ALEXA, HD/SD, DPX, AVID MXF, film, or any mix of formats, SCRATCH enables your workflow of choice. SCRATCH v5.2 includes a robust core feature-set with real-time data management, review/playback, conform/editorial, color grading, compositing, finishing, and final mastering.

SCRATCH 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 numerous formats, and an up-tick in profits.

Price and Availability

Contact ASSIMILATE or your local reseller for a demo, pricing, and configurations of the SCRATCH v5.2 Digital Finishing Solution. For a list of contacts for ASSIMILATE direct sales and resellers, see www.assimilateinc.com.

About ASSIMILATE

ASSIMILATE™ is transforming post production of visually complex imagery projects with its SCRATCH® Digital Finishing Solution, the essential mix for a real-time, resolution-dependent data workflow. SCRATCH v5.2 moves creative artists into Post 2.0, the next-generation of digital post production tools to achieve the highest level of quality in digital cinema imagery. Along with data management, SCRATCH features a rich set of DI and post tools for working in any combination of 3D, RED MX and beyond, RED MX-3D, ALEXA ARRIRAW, HD/SD, film, DPX, AVID MXF, or any mix of formats. ASSIMILATE is committed to empowering the broad spectrum of creative and post-production professionals with state-of-the-art, easy-to-use, data-centric solutions that deliver optimal price/performance. To learn more about SCRATCH, see www.assimilateinc.com

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Caption: SCRATCH v5.2 user interface