

## PRESS RELEASE

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## ASSIMILATE Congratulates Mob Scene On Golden Trailer Awards 2010

**Santa Monica, CA, June 14, 2010** – Mob Scene Creative + Productions took home three Golden Trailer Awards at the 11<sup>th</sup> Annual Golden Trailer Awards on June 10 at the El Rey Theatre in Los Angeles. Mob Scene’s tool of choice for their RED camera and 3D post workflows, color grading, and finishing is ASSIMILATE’s SCRATCH Digital SCRATCH® Digital Finishing Solution.

Golden Trailer Awards recognize the creative people who make movie trailers, theatrical advertising, and TV spots for films, which are considered the best examples of this unique art of blending cinema with advertising.

The Golden Trailer Awards celebrated Mob Scene’s work with the following awards:

- Golden Fleece Award for “Bad Lieutenant: Port of Call New Orleans” for First Look Studios
- Most Innovative Advertising for a Feature Film: Avatar “Planet Pandora” for 20<sup>th</sup> Century Fox
- Best Pre-Show Theatrical Advertising: “Cloudy with a Chance of Meatballs” for Sony Pictures

**Mob Scene partners Brian Daly and Tom Grane** note, “We thrive on the creative challenges we face for our diverse slate of projects and are thrilled that our non-divisional approach to entertainment advertising and production is working well for our clients.”

**Jeff Edson, CEO at ASSIMILATE** comments, “We congratulate Mob Scene on their innovative and award-winning work, as well as their savvy approach to using state-of-the-art digital tools to further their creativity and business model. Our collaboration with

Mob Scene for their new RED and 3D workflows in SCRATCH will enable them to break new ground in digital cinema.”

### **About Mob Scene Creative + Productions**

Mob Scene Creative + Productions is a motion picture and entertainment advertising and production company created by people who come from the worlds of creative advertising, production, promotional graphics, internet and publicity. The team believes that total integration of their expertise, as well as state-of-the-art technologies including 3D, is the best way to meet the evolving demands of modern day marketing. Mob Scene offers seamless and integrated solutions for how to do “it,” whatever “it” might be today.

[www.mobscene.com](http://www.mobscene.com)

### **About ASSIMILATE’s SCRATCH**

The **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, RED MX-3D, or ARRIRAW, 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) .

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