

## PRESS RELEASE



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## **ASSIMILATE Expands Europe Sales Channel for SCRATCH**

### ***Europe Channel Expansion in Response to Customer Demand***

**Saratoga, CA, for IBC 07 (Stand #7.909) – September 4, 2007** – ASSIMILATE™ today announced the expansion of its European sales channel in response to the increasing demand for the SCRATCH® Digital Intermediate Process Solution. The growth throughout Europe of independent films and boutique post-production facilities has created the demand for products like ASSIMILATE's SCRATCH. SCRATCH is an affordable, high performance DI workflow product with a robust feature set that enables these users to easily and cost-effectively produce high-quality films and imagery projects in any format. The high-level DI results experienced with SCRATCH open the door for more project opportunities throughout Europe, as well as the opportunity to compete in the global entertainment markets.

Along with the growth of the traditional locations of strength in post production in Europe, more and more post-production facilities are opening up throughout Europe and the Middle East, enabling native talent to contribute their creativity to the art of entertainment. To meet the growing demand, ASSIMILATE had added representatives throughout Europe to its first-class sales channel: In Northern Europe -- Combo Sys OY in Finland and MedieTek A/S in Denmark; Central Europe -- Business TV GmbH, with offices in Germany and Switzerland; and in Southern Europe -- Videocine 2000 srl in Italy; and Wecom located in Dubai covers the Middle East. For a full listing of ASSIMILATE's global resellers, see <http://www.assimilateinc.com/resellers.html>

Jeff Edson, CEO of ASSIMILATE stated, “The growth of production throughout Europe and the Middle East is astounding. The highest levels of talent and creativity have always been there, and now with SCRATCH, more creative professionals in all geographies have the ability to provide the highest quality of post production. SCRATCH offers them the same kind of high-quality affordable technology that complements the model they have created for shooting, production and creation. We are very excited about the opportunities we have with our business partners in all of these areas and what the future holds for us together.”

### **SCRATCH Backgrounder**

**SCRATCH® Digital Intermediate Process 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, stereoscopic 3D, or digital film, SCRATCH enables your workflow of choice. SCRATCH includes 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.

### **About ASSIMILATE**

**See SCRATCH at IBC 07, Stand # 7.909. ASSIMILATE™** is transforming post production with its **SCRATCH®** Digital Intermediate Process Solution, the essential mix for a resolution-independent, data 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)

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