

PRESS RELEASE



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ASSIMILATE Congratulates Offhollywood for Sundance 2009 Film Entries

SCRATCH-RED 4K &2K Digital Workflow is Backbone of Post Production at Offhollywood

Saratoga, CA, December 22, 2008 – ASSIMILATE™ congratulates Offhollywood (NYC) for the post production of two film projects accepted by the Sundance Film Festival 2009, the premier showcase for independent American filmmakers. Footage for both films, “Toe to Toe” and “Mystery Team,” was shot with the industry’s state-of-art RED ONE™ Digital 4K Camera. Offhollywood used ASSIMILATE’s SCRATCH-RED 4K Digital Workflow™ as the data pipeline, including conform, color grading, reviews/edits, playback, and final finishing.

Offhollywood uses cutting-edge digital technologies for the production and post production of feature films and high-impact imagery projects, with a current inventory of ten RED ONE 4K cameras and two SCRATCH® Digital Process Solution seats. Under construction in its 10,000 square foot state-of-the-art RED-centric studio in the Soho district of Manhattan, Offhollywood will soon have a 35-seat screening theater that uses the SCRATCH software to offer real-time 2K review and color correction sessions to filmmakers, DPs, and other clients.

Sundance 2009 World Premieres

Feature Film, Nominated for the Grand Jury Prize: “Toe To Toe,” by director and screenwriter Emily Abt. “Toe To Toe” is one of the 16 independent feature films selected from 1,026 entries for the US Dramatic Competition. The film tells the story of an inter-racial friendship put to the test by the intense pressures of a competitive Washington, D.C. prep school.

Feature Film, Park City at Midnight: “Mystery Team,” directed by Dan Eckman. Park City at Midnight offers eight films that are likely to amuse, surprise, or shock the bleary-eyed viewer and offer a lively last stop in the nightly film-going circuit. The comedy film is about a group of kid detectives called The Mystery Team, who struggle to solve a double murder to prove they can be real detectives before they graduate from high school.

Post Production: Offhollywood

Offhollywood is becoming a known face at Sundance, having done the post production for “Frozen River,” winner of the Sundance 2008 Dramatic Grand Jury Prize. Since then the film has garnered awards at the Geneva Cinema Tout Ecran, Hamburg Film Festival, and Seattle International Film Festival to name a few, and is now nominated for the 2009 Independent Spirit Awards. At the heart of Offhollywood’s digital workflow, ASSIMILATE’s SCRATCH® Digital Process Solution was used as the color grading system for “Frozen River.”

Focused totally on digital technology, Offhollywood’s business is going strong. “We have gone from the very first adopters of the RED ONE 4K camera, to a 100 percent RED production and post-production company,” says Mark Pederson, co-founder, Offhollywood. “RED’s digital cinema technologies have thrown the doors wide open for independent filmmakers who can now afford high-quality post production on a tight budget. In 2009, as RED expands its product line with the EPIC and SCARLET cameras at even higher resolutions, we know our SCRATCH-driven workflows will scale seamlessly.”

In addition to expanding its production/post production services, Offhollywood is also broadening its talent pool, adding professional colorist Robbie Renfrow. Pederson notes, “One of the most exciting aspects in growing a company is being able to source and attract top talent. We’re thrilled to have Robbie on our team.”

Learn more about Offhollywood production, post production and RED ONE 4K Camera rental services at www.offhollywoodpictures.com. See and learn more about their film projects behind the scenes at www.offhollywoodbuzz.com. Learn more about the RED ONE 4K camera and other technologies from RED Digital Cinema at www.RED.com

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About ASSIMILATE

ASSIMILATE™ is transforming post production of visually complex imagery projects with its **SCRATCH®** Digital Process Solution, the essential mix for a real-time, resolution-independent data pipeline. Along with data management, the SCRATCH software features a rich set of DI and post tools for working in any combination of HD, SD, film (2K, 4K), RED ONE 4K, and stereoscopic 3D. ASSIMILATE is committed to empowering the 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 user case studies, see www.assimilateinc.com