

PRESS RELEASE



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ASSIMILATE Congratulates Encore Hollywood, Filmworksfx-DFL, and PostWorks New York for Sundance Entries

SCRATCH used in post production of three films featured at Sundance

Saratoga, CA, January 15, 2007 -- Sundance 2007 will include three projects submitted by filmmakers whose post houses used the SCRATCH Data-Centric Workflow Solution™ for post production. ASSIMILATE congratulates Encore Hollywood, Filmworksfx-DFL, and PostWorks New York on the post production of their film projects accepted by the Sundance Film Festival, the premier showcase for independent American filmmakers.

Film Premiere: Resurrecting the Champ, a full-length boxing drama starring Samuel L. Jackson and Josh Hartnett, is directed, written and produced by Renaissance man Rod Lurie, who is known for the critically acclaimed political thriller *The Contender* (screenwriter/director) and Touchstone Television's *Commander in Chief* (creator, director, writer, producer).

Post Production: Encore Hollywood, www.encorehollywood.com, used the SCRATCH Data-Centric Workflow Solution as the data pipeline for *Resurrecting the Champ*. "We're always looking for DI tools to streamline our pipeline and increase productivity, and SCRATCH is it," says Dan Aguilar, Senior DI Editor at Encore Hollywood. "This project was shot in 35mm 3perf, which normally causes issues in the trimming process. However, with SCRATCH, trimming was fast and easy. We also used SCRATCH's modular functions for the entire assembly – data management, preview, editing, integrating stock footage (35mm scans and digi-beta), and real time reviews in our 2k suite (no proxies) – which really sped up our production time."

Independent Film Debut: Finishing the Game, an 88 minute film and wickedly conceived spoof about the search for the "new Bruce Lee," is directed and produced by Justin Lin, who had his solo directorial debut at Sundance 2002 with *Better Luck Tomorrow*.

Post Production: Filmworksfx-DFL, www.filmworksfx.com, used SCRATCH as the data pipeline and complete post production solution for *Finishing the Game*. According to Sean Main, general manager of Filmworksfx-DFL, “We used SCRATCH for every aspect of post production for this film. Ken Locsmandi is the co-owner of the company and accomplished colorist and VFX supervisor. He recently used SCRATCH for the post work of *Splinter* and was hugely impressed with its speed and ease of use. SCRATCH is a real workhorse so we now use it as our post/DI tool of choice.”

Independent Film Debut: The Ten, a 35mm film directed by comedian/actor/writer David Wain and starring Winona Ryder, is comprised of 10 blasphemous and hysterical stories that put the insanity back in Christianity.

Post Production: PostWorks, New York, www.pwny.com, used SCRATCH within its post production process. “Because of the extensive use of green-screen footage in *The Ten*, we needed a quick way for the director to review composites as they came in from the VFX house,” says Joe Beirne, Senior Technical Advisor for PostWorks. “SCRATCH’s ability to read .dpx files without the need to import, and the ability to preview them directly to HD, made reviews fast and easy. Additionally, *The Ten* needed complex motion effects in several sequences, and for some of these The Foundry’s Furnace F_Kronos plug-ins came in very handy as they allowed us to render within SCRATCH and in parallel to our regular 2K workflow, significantly speeding up the conform.”

“It’s exciting for the filmmakers and post houses, but for us as well, to have these projects accepted at Sundance,” says Jeff Edson, CEO of ASSIMILATE. “It’s an incredible thrill to be giving these filmmakers and artists the tools that make their jobs easier and more productive, and therefore freeing up more time for creativity and experimentation. We enjoy the role of providing the enabling technology that makes these teams and projects a standout in the industry.”

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About SCRATCH

The SCRATCH Data-Centric Workflow Solution™ is used in the post production of visually complex, full-resolution, high-quality, long and short-form films. Running on high-performance commodity workstations, SCRATCH is a streamlined end-to-end data pipeline solution with a robust and modular post tool suite that includes real-time, multi-resolution review/playback, assemble/edit, conform, primary and secondary color grading with a mutli-layer grading stack. Learn more at www.assimilateinc.com