

PRESS RELEASE

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Experience the Power of the Real-Time SCRATCH v5.1 3D Data Workflow at 2010 Dimension 3

SCRATCH 3D Tools for Ease of Use and Increased Productivity; First 3D Remote-Review Workflow

Seine Saint-Denis, France – Dimension 3, Stand B10 – At the 2010 Dimension 3 International Forum, today and through June 3, ASSIMILATE is featuring powerful, streamlined, cost-effective and real-time S-3D workflows for its SCRATCH® v5.1 Digital Finishing Solution. For filmmakers and post-production houses facing the exciting and creative challenges of 3D digital cinema, SCRATCH v5.1 offers enhanced 3D-specific features for convergence, scaling, and versioning. Post artists are able to work in real-time 3D at all times with direct output to any stereoscopic display system. SCRATCH demo highlights include **SCRATCH® v 5.1 Digital Process Solution; SCRATCH 3D Workflow; SCRATCH-RED MX-3D Workflow; the first 3D remote-review network; SCRATCH Finishing; and a dual RED Rocket system.** Real-time SCRATCH 3D demos of real-world projects, including Duboi's "Les Krostons" will also be featured at the stand.

ASSIMILATE CEO Jeff Edson states, "Our goal for the SCRATCH 3D workflows is straightforward: keep it real time, powerful, easy-to-use, cost-effective, and state-of-art. This opens the doors to all filmmakers and post houses, worldwide, to create vibrant imagery and break new cinematic ground."

SCRATCH 3D Data Workflow

SCRATCH offers an efficient and powerful, production-tested, **3D post production data workflow.** The usual real-time SCRATCH post tools can be applied, including data management, conform, color grading, preview, dailies, real-time playback, rough cuts, and finishing. SCRATCH is at the center of 3ality Digital's digital workflow, and was used for the post production of its "U2 3D" feature film (2008). Other 3D projects for which SCRATCH was used for post production are Walden Media's "Journey to the Center of the Earth 3D" (2008); Merge's "Archangel" (2009); D4D's "Running with Bulls"

(2011), Master Shot's upcoming "Don't You Scare Me" (2011); and Mob Scene's Samsung 3DTV Black Eyed Peas Promotion to name a few.

3D Real-Time Conferences at D3

See SCRATCH 3D at work with demos from filmmaking and industry professionals.

Tuesday, June 1, 6:00 PM, Salle 1: SCRATCH 3d Stereoscopic Technology Preview Conference featuring ASSIMILATE, Sysmic Films, and Image Eyes.

Guest appearances: Duboi, Panavision, Binocle and Sysmic Films

Wednesday, June 2, 2:00 PM, Salle 1: 3D Stereoscopic Color Grading and Depth Correction.

Wednesday, June 2, Salle 1: 3D production around the world, work-in-progress for "Les Krostons", Duboi, a post production creative factory.

First! 3D Post Remote-Review Workflow: To-and-From Anywhere in the World

ASSIMILATE™ has partnered with Telairity to create the first 3D Post Remote-Review Network, which reduces weeks or months of client review sessions down to a few days. Post artists working in SCRATCH v5.1 are able to send compressed 3D files via the Telairity H.264 encoder for compressing the imagery. The Telairity encoder carries the highest-quality imagery over IP to an inexpensive, small set-top box at the client end. Clients can then review the files either in real time at the post facility, or offline at their convenience. This review process is fast and can be repeated as often as necessary.

ASSIMILATE Supports 2020 3D Media European Consortium

The mission of 2020 3D Media is to research, develop and demonstrate novel forms of compelling entertainment experiences based on new technologies for the capture, production, networked distribution and display of three-dimensional (3D) sound and images. Their goal is to explore and develop novel technologies to support the acquisition, coding, editing, networked distribution, and display of stereoscopic and immersive audiovisual content providing novel forms of compelling entertainment at home or in public spaces. The users of the resulting technologies will be both media industry professionals across the current film, TV and new-media sectors producing program material, as well as the general public. ASSIMILATE's SCRATCH Digital Process Solution has been chosen as the 3D development platform for these endeavors. Learn more about the consortium and membership at <http://www.20203dmedia.eu/>

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 v5.1 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, RED MX3D, HD/SD, film (2K, 4K). 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 See the latest **SCRATCH user case studies** at <http://www.assimilateinc.com/case.html>

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